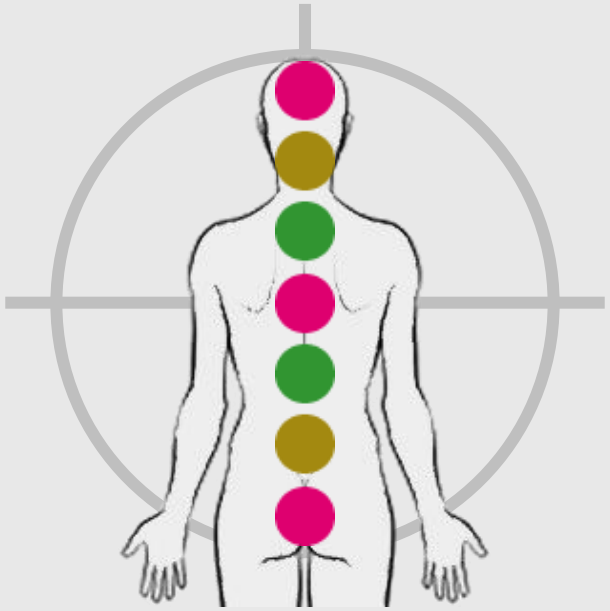

The Rig

TRANSCEND THE MUNDANE.
IMAGINE TANTALISING POSSIBILITIES.
CREATE THE NEW.
ENRICH THE WORLD.

The rig explained in 36 slides by Jack Martin Leith

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> You are not here merely to make a living.
>
> You are here in order to enable the world to live more amply, with great vision, with a finer spirit of hope and achievement.
>
> **You are here to enrich the world** and you impoverish yourself if you forget the errand.

Woodrow Wilson
US President 1913–1921

Woodrow Wilson was addressing undergraduates. His actual words were these:
*You are not here merely **to prepare** to make a living.*

You are here to imagine tantalising possibilities, create the new and enrich the world, or a particular piece of it, with value, meaning and joy.

The beneficiaries could be family members, the local neighbourhood, the wider community or the world at large.

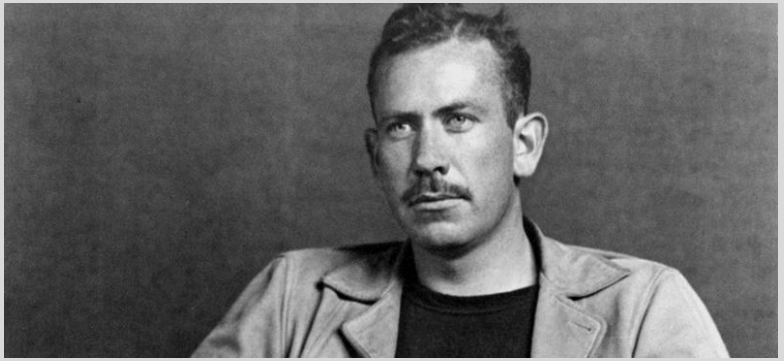
Your create-the-new project might entail, for example, establishing a YouTube channel, launching a campaign for restoring a former railway line, setting up a community radio station, taking steps to revitalise a struggling community, or founding a nonprofit organisation.

You are here to enrich the world.

Not only is this why you are here — it is also what you are uniquely equipped to do.

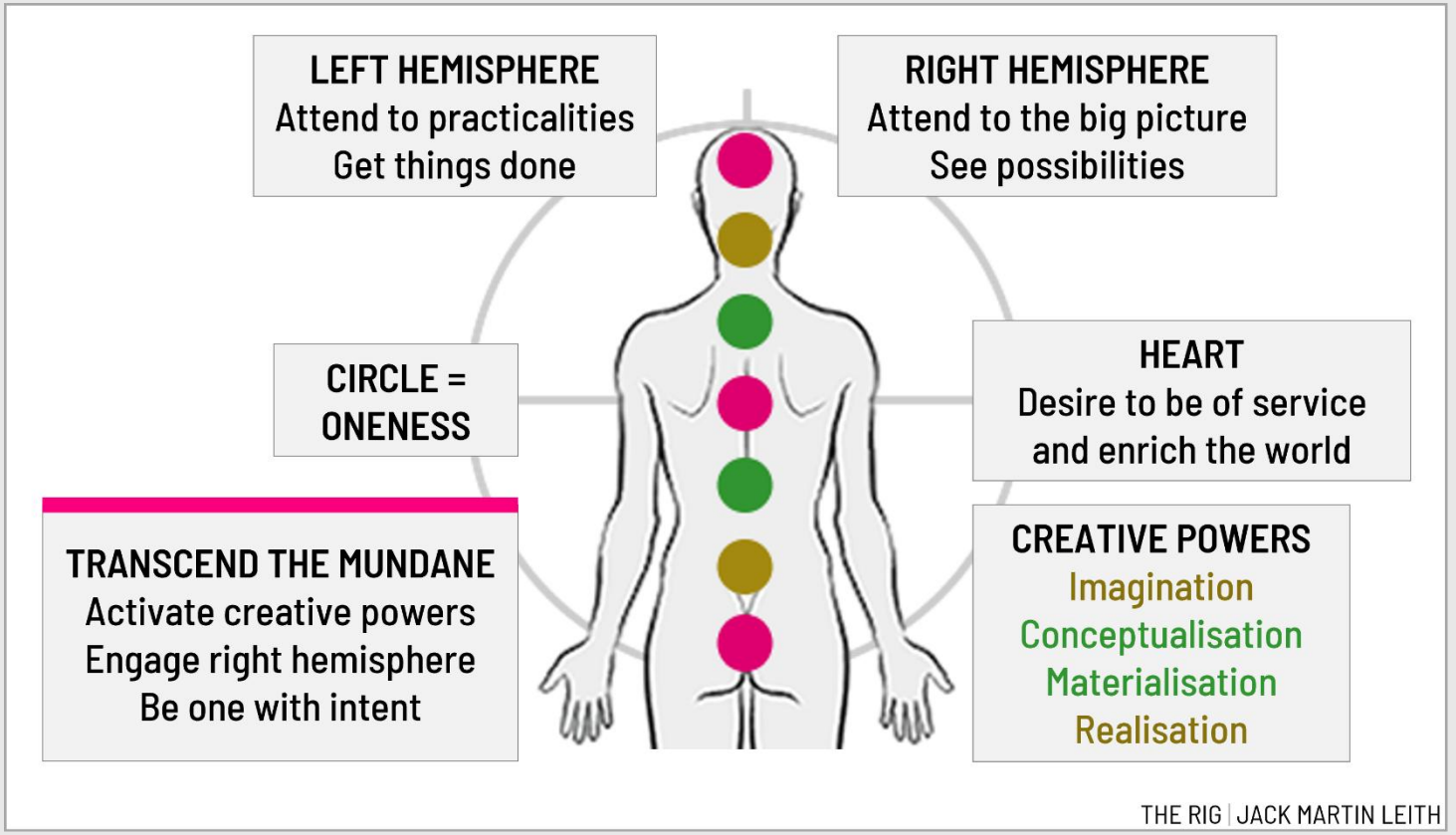
Our species is the only creative species, and it has only one creative instrument, the individual mind and spirit of man.

John Steinbeck, East of Eden

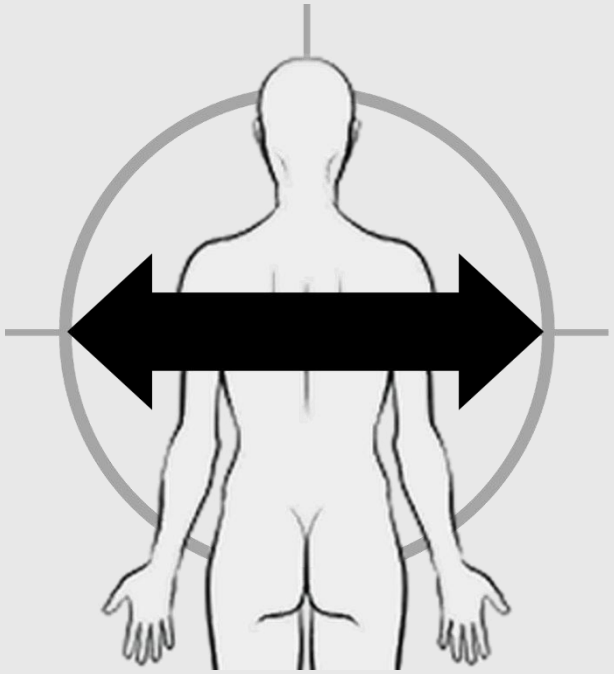


THE RIG

TWO HEMISPHERES, SEVEN POWERS, ONE HEART



MIND | HORIZONTAL PLANE



We must live with one foot in mundane world (brought forth by the brain's left hemisphere) and the other in primal world (right hemisphere).

"While the left hemisphere's raison d'être is to narrow things down to a certainty, the right hemisphere's is to open them up into possibility.
In life we need both.

We desperately need both in order to reason properly and to use our imagination creatively."

Iain McGilchrist, The Divided Brain and the Making of the Western World, a talk given at Royal Society for Arts

In the following sequence, disempowering left hemisphere attributes are displayed in red type.

Attributes derived primarily from the work of Iain McGilchrist, Jill Bolte Taylor, Edward Matchett, Carlos Castaneda and Napoleon Hill.

MUNDANE WORLD

Brought forth by brain's left hemisphere

PRIMAL WORLD

Brought forth by brain's right hemisphere

Mundane World / Primal World labels originated by Jack Martin Leith.

Entrenched beliefs

Believing without believing

Proceeding as if you believe something is worthwhile, possible or true, doing so with total commitment yet without ideological investment, and abandoning the belief if it becomes redundant.

LEFT / MUNDANE

RIGHT / PRIMAL

Life is experienced at one stage removed, like watching a video rather than being part of the performance

LEFT / MUNDANE

Life is visceral and experienced in the raw: unfiltered, uncodified and unconceptualised

RIGHT / PRIMAL

The map
as represented

The territory
as experienced

LEFT / MUNDANE

RIGHT / PRIMAL

Seeing an isolated tree in detail

LEFT / MUNDANE

Seeing the whole forest and its place in the wider landscape

RIGHT / PRIMAL

Thinking

Noticing thoughts as they arise

LEFT / MUNDANE

RIGHT / PRIMAL

Planning

Spontaneity

LEFT / MUNDANE

RIGHT / PRIMAL

Everything can be named, described and situated on the arrow of time

LEFT / MUNDANE

There are no names and no descriptions, and there is no arrow of time, only the present moment

RIGHT / PRIMAL

Abstract concepts are treated as actual things that can be created and manipulated

LEFT / MUNDANE

RIGHT / PRIMAL

Generative thought and action are constrained by norms and conventions

LEFT / MUNDANE

RIGHT / PRIMAL

We are domesticated and apart from nature

We are untamed and part of nature

LEFT / MUNDANE

RIGHT / PRIMAL

Life is an unfolding story

There is no story, only stuff happening, moment by moment

LEFT / MUNDANE

RIGHT / PRIMAL

Service is conditional

Trading favours

LEFT / MUNDANE

Service is unconditional

No reciprocation

RIGHT / PRIMAL

Seeking certainty

Needing to know

LEFT / MUNDANE

Being OK with not knowing

RIGHT / PRIMAL

Synthetic imagination

An abstract noun

Forced

LEFT / MUNDANE

Natural imagining

A verb

Unforced

RIGHT / PRIMAL

Denying the existence of intent

The generative impulse concerned with creating the new and bringing it to fullness. AKA spirit, the Tao etc

LEFT / MUNDANE

Experiencing the presence of intent and harnessing its generative power

RIGHT / PRIMAL

TRANSCENDING THE MUNDANE: A CAVEAT

Transcend means
to rise above or
go beyond the limits of.

It also means
to triumph over the
negative or restrictive
aspects of.

It does not mean
to shun.

Mundane world.

Synthetic imagination.

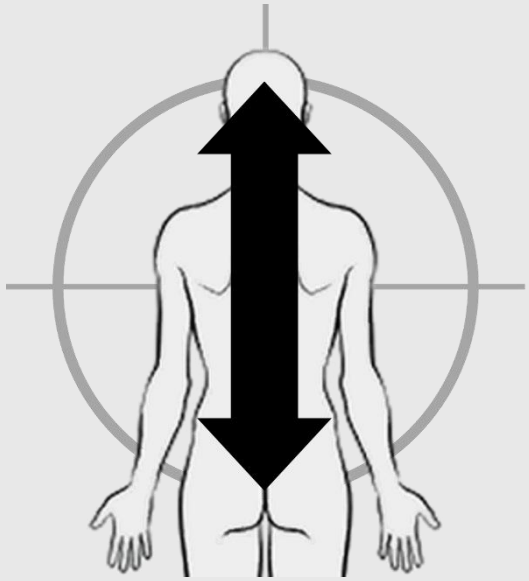
Primal world.

Natural imagining.

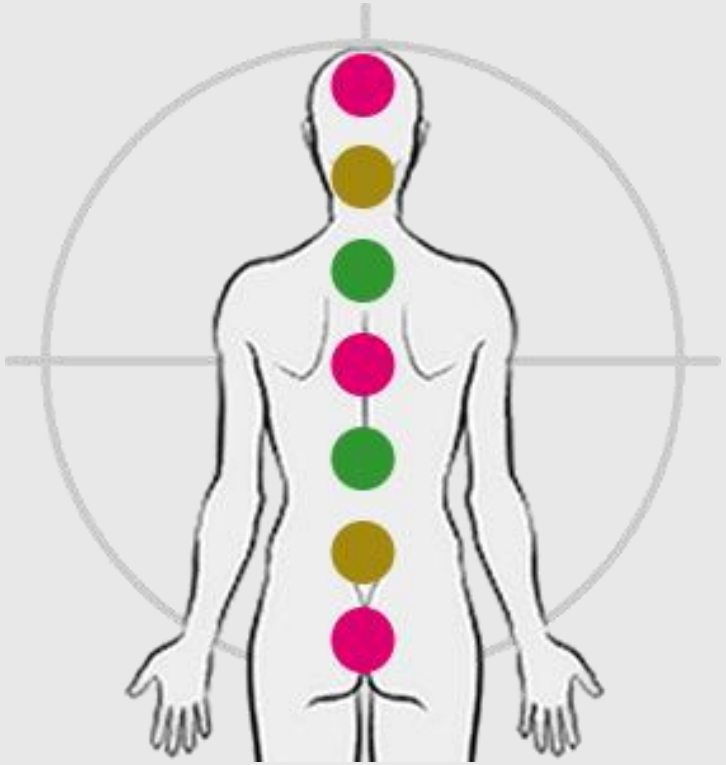
Each has a part to play.

Primal world is not the place to be when completing your tax return or shopping for groceries.

BODY | VERTICAL PLANE



THE SEVEN POWERS



OPENNESS

IMAGINATION

CONCEPTUALISATION

LOVE

MATERIALISATION

REALISATION

GROUNDEDNESS

POSSIBILITY
WHAT COULD BE

ACTUALITY
WHAT IS

Magenta items are activation powers. Black items are creative powers.

POWER	LOCATION [1]	FUNCTION
Openness	Crown	Connecting to the nonmaterial realm — *'Heaven'*
Imagination	Third eye [2]	Imagining a world enrichment possibility
Conceptualisation	Throat	Devising something [3] that will generate the imagined value
Love	Heart	Experiencing an ever-present desire to enrich the world — *'Heaven'* + *'Earth'*
Materialisation	Solar plexus [4]	Giving the creation [3] tangible form and introducing it to the world at large
Realisation	PC muscles [5]	Bringing the creation to fullness and realising its value generation potential
Groundedness	Tailbone	Connecting to the material realm — *'Earth'*

1. This refers to a metaphorical association, not a literal location.
2. The mythical third eye is located between the eyebrows.
3. This is the 'value generator' — product, service, facility, campaign, event etc.
4. Situated below the diaphragm and above the navel.
5. The PC (pubococcygeus) muscles are what we use to control urine flow.

THE SEVEN POWERS COMBINE TO FORM THREE SUPERPOWERS

IMAGINE WHAT COULD BE

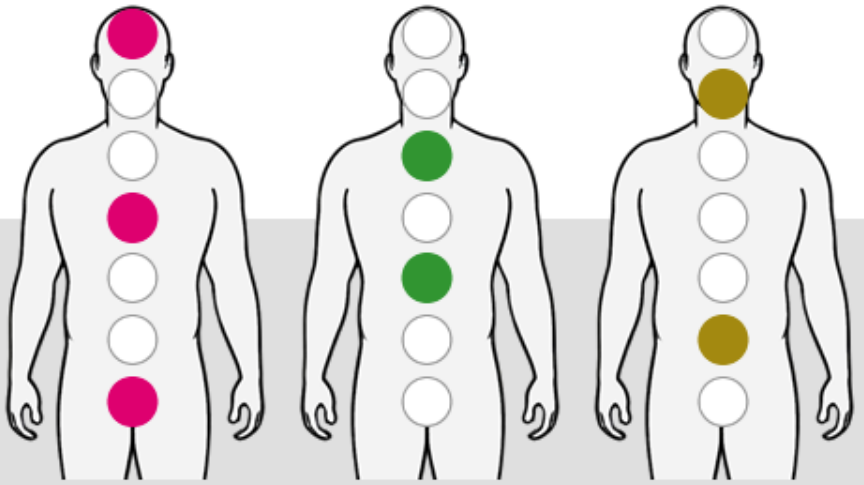
POSSIBILITY

NONMATERIAL REALM

MATERIAL REALM

ACTUALITY

BRING IT INTO BEING AND REALISE ITS POTENTIAL



TRANSCEND THE MUNDANE

CREATE THE NEW

ENRICH THE WORLD

THREE SUPERPOWERS

OPENNESS

IMAGINATION

CONCEPTUALISATION

LOVE

MATERIALISATION

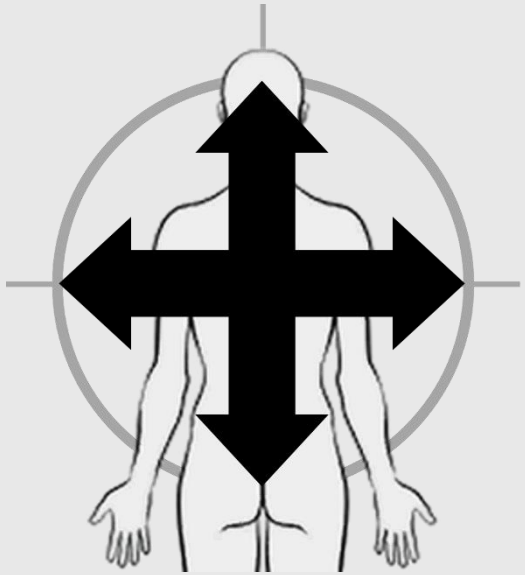
REALISATION

GROUNDEDNESS

SEVEN POWERS

SPIRIT | HEART

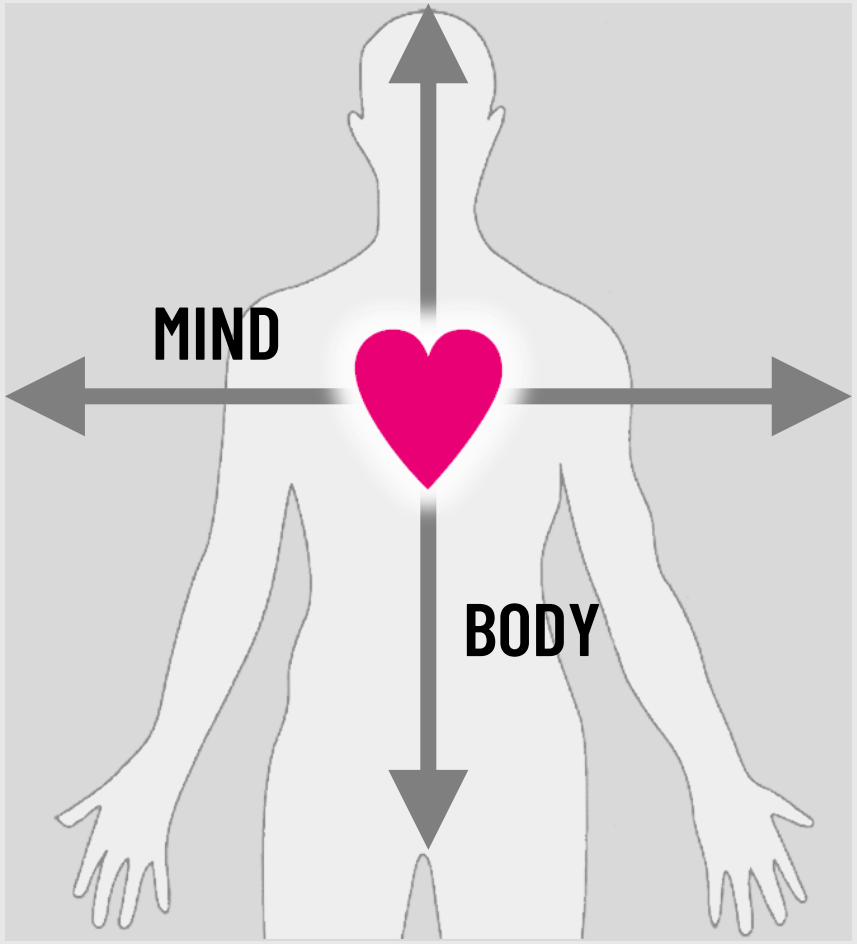
Where two planes become one



Spirit is the animating force throughout creation.
An unseen force that is life, the divine, the nagual,
the light. To live a spiritual life is to identify oneself as the
animator of creation, rather than as creation.

Allan Hardman

Rigateurs call this animating force **intent**
and create the new in partnership with it.



Our heart unites body and mind.

It is where, through faith (see next slide)**, we experience spirit as an ever-present desire to be of service, to create the new and to enrich the world with value, meaning and joy.**

FAITH IS PARAMOUNT

Faith is the ability to proceed despite uncertainty.

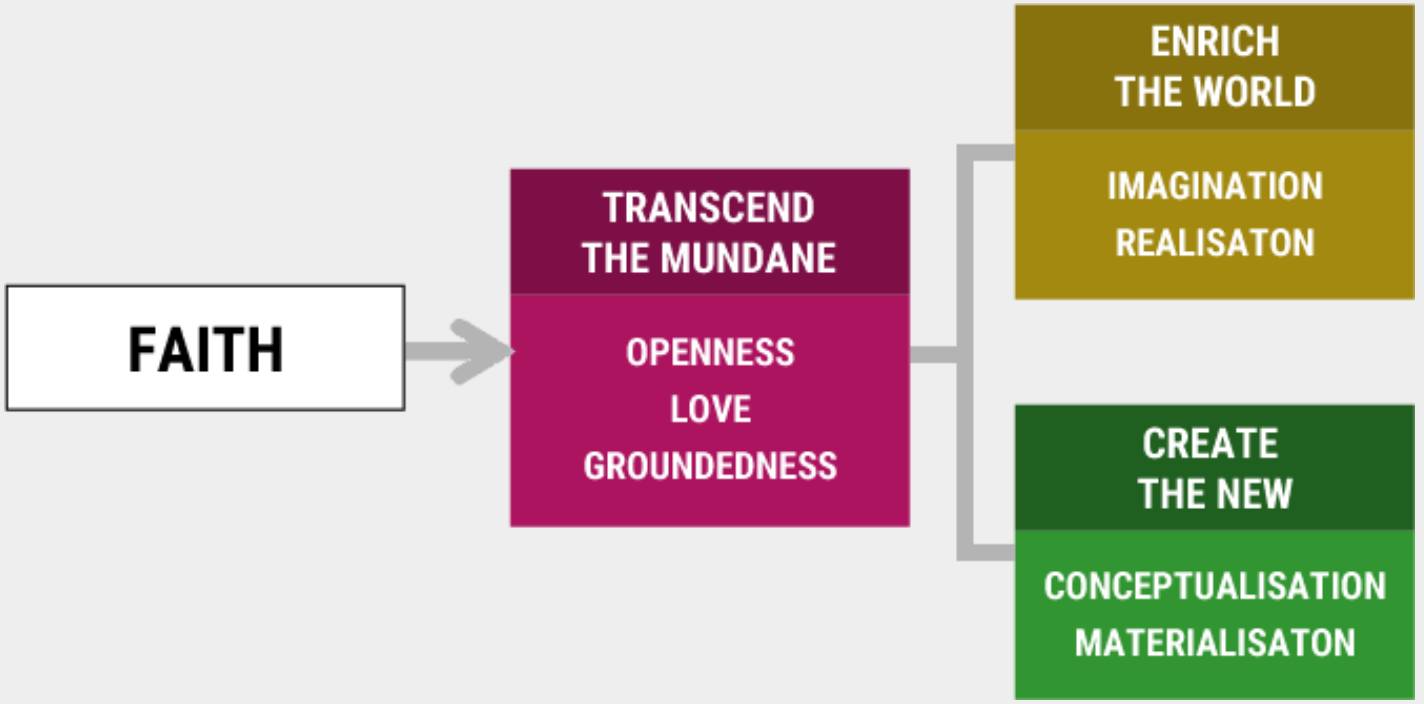
Jack Martin Leith

Faith is a critical but curious mind's readiness to adopt a reality model (even if provisionally) for which there is less than absolute, empirical proof.

Jay B. Gaskill

Faith is an existential commitment of the heart, a way of life, a set of behaviors and emotional responses woven into every hour of everyday life — expressed through constant choices both when alone and in social situations.

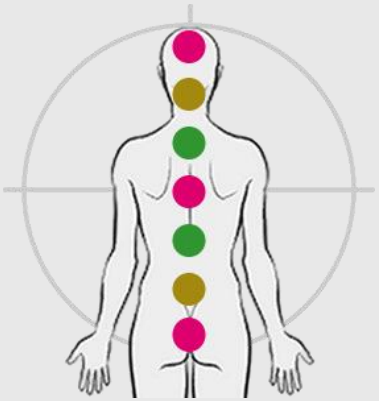
Peter A. Georgescu



Faith is a precondition for awakening the superpower **Transcend the Mundane**, which in turn activates the superpowers **Create the New** and **Enrich the World**.

Without faith, the rigateur will find it hard to enter primal world and deploy natural imagining as a conscious act.

THE RIG IN ACTION



In the course of their daily lives and when undertaking create-the-new projects, rigateurs deploy their rig to transcend the mundane, create the new and generate value, meaning and joy.

There are all sorts of innovation frameworks a rigateur could adopt. These are not needed however, as the rig's vertical aspect functions not only as a create-the-new capability but also as an embodied create-the-new process model.

READINESS	IMAGINATION	CONCEPTUALISATION	MATERIALISATION	REALISATION
Get to grips with the project's demands and dynamics Prepare to undertake the work that lies ahead	Imagine a tantalising value generation possibility Conceive a high potential idea for bringing the possibility to fruition	Develop the raw idea into a fully-formed concept that can be discussed and elaborated	Give the creation tangible form and introduce it to the world at large	Bring the creation to fullness and realise its value generation potential

CREDITS

Iain McGilchrist

Jill Bolte Taylor

Edward Matchett

Carlos Castaneda

Talking with Angels

Napoleon Hill

Chakra system

I'm Jack Martin Leith, the creator of these slides as well as the 60 pages of rigateur.com.

Those who know me will be aware of the site's many predecessors that arrived with great fanfare, then vanished the moment the light came on and I realised I'd gone down a rabbit hole.

Why do I persist with this demanding endeavour when it's so very much out of tune with the zeitgeist?

It's because I've come to accept that the task has my name attached.

New insights were revealed as I created each successive version of the site. Through perseverance and painstaking work, the rig has gradually come into being.

Please go to jackmartinleith.com if you want to read my backstory, and to rigateur.com if you're ready to put my discoveries into practice.