

# The IDEA<sub>4</sub>IDEA Exchange

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## Feature Article:

### The Four Foundations of “Idea4Idea”

“**IDEA 4 IDEA**” is the name of a powerful positive change methodology derived from 4 evidence-based foundations. The 4 foundations are:

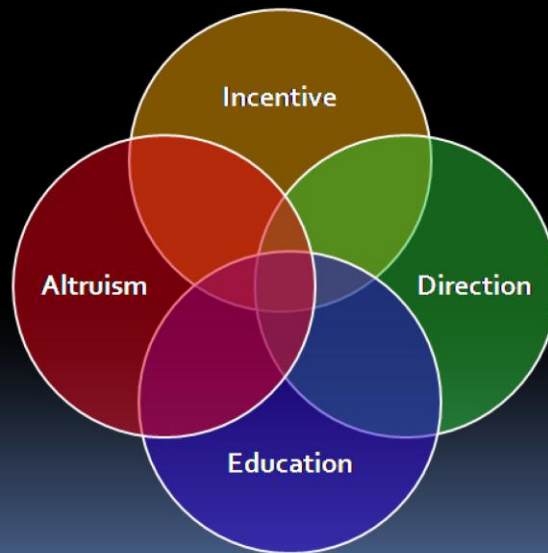
**I = INCENTIVE:** Positive Reinforcement of individual and team achievement<sup>1</sup> in order to support and sustain the positive change process (through visible honor, recognition, and credit and visible display of impact, importance, and progress toward the goal(s) to instill a sense of self-worth and promote the benefits of teamwork);

**D = DIRECTION:** The Deming Cycle (Plan, Do, Study, Act), a quality improvement method<sup>2</sup> of planning and taking manageable, doable, incremental, and advancing steps to achieve specific goals;

**E = EDUCATION:** Service-Learning, an educational method<sup>3,4,5</sup> that generates knowledge and growth through service action; and,

**A = ALTRUISM:** The practice of repetitive compassionate (altruistic) thought/idea patterns<sup>6,7</sup> to generate physiological and positive behavioral changes and habits as documented by recent neurological and psychological research.

## The Four Foundations of Idea4Idea



Through integrating the key elements of these 4 foundations Idea4Idea provides a unique model for promoting positive, sustainable change:

1. Positive reinforcement through honor and recognition of individual and group achievement *promotes self-worth, importance, and progress, reinforces the benefits of teamwork, and helps initiate and sustain the motivation and drive* to achieve positive change through both individual and group effort.
2. The Deming Cycle is the mechanical engine, providing *a practical means* to advance *positive change toward selected goals*.
3. Service-learning engages the body and mind in *hands-on action and educational activity*, which promotes a sense of accomplishment, knowledge, insight, and creativity to assist in determining the next steps to take for positive change.
4. *Repetitive compassionate and altruistic ideas generate positive habits* and help perpetuate positive change through physiological and behavioral changes.

Idea4Idea enters a new frontier for advancing positive change. The Idea4Idea model is practical, universally applicable for any selected improvement goal, can be used by people of all ages, cultures, abilities, and has both individual and group application. Idea4Idea's unique benefits include the following:

1. It initiates and perpetuates the altruism – self-worth cycle<sup>8</sup>.
2. It is particularly applicable and helpful for mobilizing people to help make progress toward large scale (worldwide) goals that may appear overwhelming and can instill a sense of hopelessness.

3. It promotes teamwork and open sharing of ideas and actions for the common good.
4. Through making intentional efforts to honor and recognize positive thought and action, positive habits are formed in both the persons receiving the recognition and the persons who give the recognition stimulating increasing involvement and perpetuation of positive change.

## References

- <sup>1</sup> Fu WT, Anderson JR. (2006) From recurrent choice to skill learning: a reinforcement-learning model. *J. Exp. Psychol Gen.* May; 135(2):184-206.
- <sup>2</sup> Deming, WE (1986) *Principles for Transformation*. Chapter 2; Figure 5, The Shewhart Cycle; *Out of the Crisis*; MIT Press: p 88.
- <sup>3</sup> 42 U.S. Code 12511.
- <sup>4</sup> Raleigh: National Society for Internships and Experiential Education (1990) *Combining Service & Learning: A Resource Book for Community and Public Service*.
- <sup>5</sup> Fraser SW, Greenhalgh, T (2001) Complexity science: Coping with complexity: educating for capability. *BMJ*; October 6; 323 (7316): pp 799-803.
- <sup>6</sup> Lutz A, Brefczynski-Lewis J, Johnstone T, Davidson RJ (2008) Regulation of the Neural Circuitry of Emotion by Compassion Meditation: Effects of Meditative Expertise. *PLoS ONE*; 3(3): e1897 doi:10.1371/journal.pone.0001897
- <sup>7</sup> Stosny S, (2004) *Compassion Power: Helping Families Reach Their Core Value*. *The Family Journal*; January; 12(1): pp 58-63.
- <sup>8</sup> The Idea4Idea Exchange. (2008) June: Vol 1: Issue 1 (newsletter accessed on [www.Idea4Idea.com](http://www.Idea4Idea.com) on 6/15/08).

## Award-Winning Video!

### ***The “Miniature Earth” video has won the 2008 Idea4Idea World Transformation Award!***

**\*\*View the video at [www.Idea4Idea.com](http://www.Idea4Idea.com) (Home page).**

From the introduction to the video: “The text that originated this movie was published on May 29, 1990 with the title “State of the Village Report”, and it was written by **Donella Meadows** who passed away in February 2000. Nowadays Sustainability Institute, through Donella’s Foundation, carries on her ideas and projects. **The Miniature Earth** project was first published in 2001, since then, more than two million people have seen this website.

The statistics have been updated based on specialized publications, and mainly reports on the World’s population provided by different resources, like UN publications, PRB.org and others. Bear in mind that these are only statistics, and consequently, changes might occur after a few months or only after years.

Please see them only as a tendency, and not as accurate.”

The video describes what the world would be like if we could turn the population of the earth into a small community of 100 people, keeping the same proportions we have today. Statistics are provided along with vivid and compelling pictures of people throughout the world. The video impresses the viewer with the diversity in the world and the huge gaps in quality of living among various people. **The ending message is: “Appreciate what you have. And do your best for a better world.”**

The text of Donella Meadows' original "State of the Village Report" may be found at: [www.sustainer.org/dhm\\_archive/index.php/display\\_article=vn33villageed?display\\_article=vn338villageed](http://www.sustainer.org/dhm_archive/index.php/display_article=vn33villageed?display_article=vn338villageed). This text gives the gist of the video, however, the statistics provided in the video have been updated with more recent data.

A more updated text report can be found at <http://www.odt.org/Pictures/popvillage.pdf>.

Go to <http://www.luccaco.com/miniatureearth/index.html> for the flash video in **different languages**.

General information regarding the organization that Donella Meadows founded, the Sustainability Institute, can be found at: <http://www.sustainer.org>.

#### Contact the Editor

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