

# CONTRIBUTORS' KIT



**WAVE II  
POINTS-OF-  
VIEW**

**GREY  
SWAN  
GUILD**

**OCTOBER -  
DECEMBER  
2020**



presents



**“Catching  
Our  
Collective  
Breath”**

***#reVIEW.*** ***#reNEW.*** ***#reDO.***

**A Global Sensemaking Initiative  
To Reimagine Futures For The Collective Good**

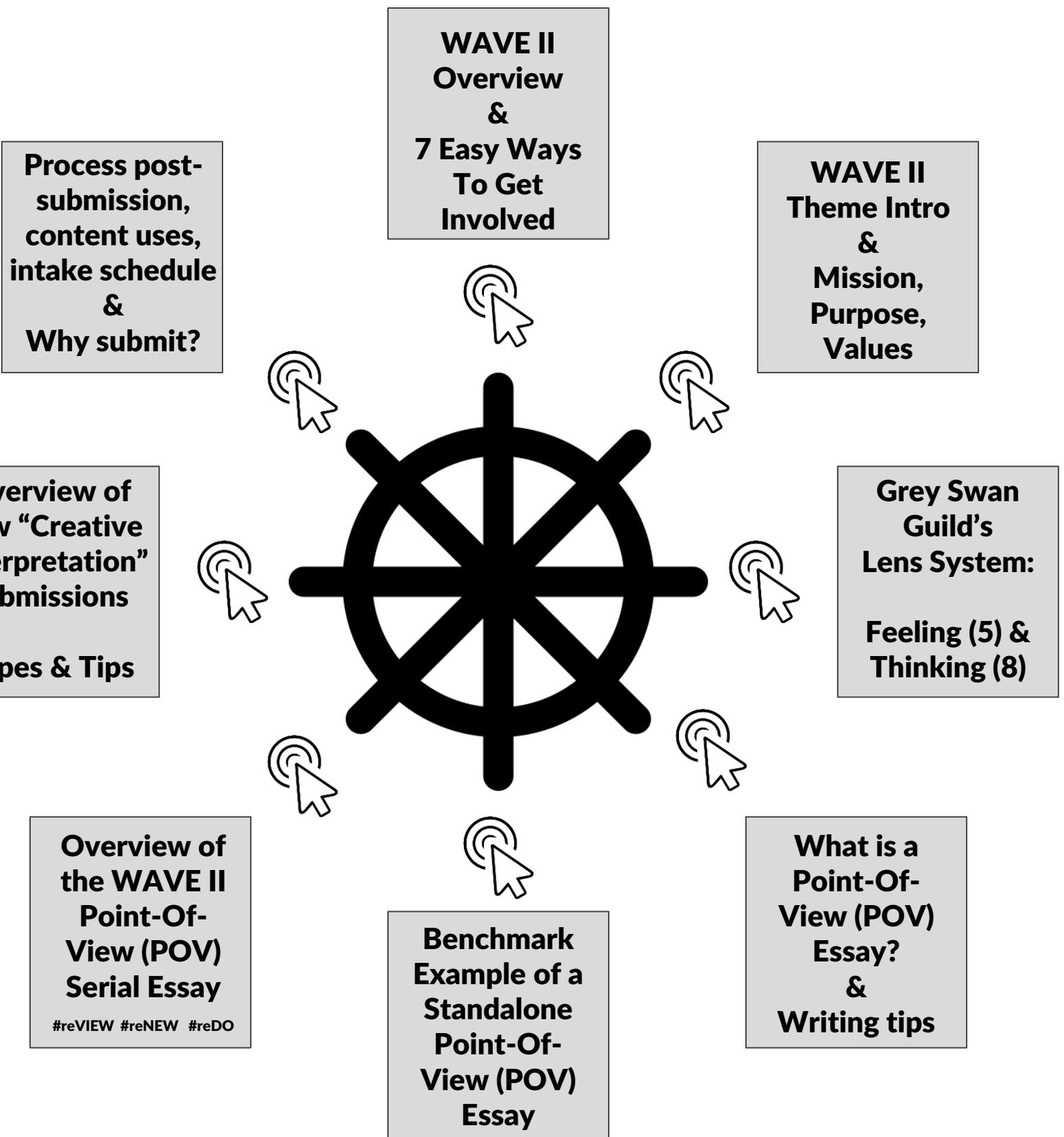
**Contributors' Kit - Wave II, October-December 2020**

**[GreySwanGuild.org](https://GreySwanGuild.org)**



**What is  
Grey Swan Guild?**

**What does  
Sensemaking mean?**



Grey Swan Guild is an inclusive global collective. The Guild invites diverse ideas and Members. *This Contributors' Kit is a guide for global citizens. It uses plain language, clear graphics and links by design.*

**Contributors' Kit - Wave II, October-December 2020**

# Wave II Theme: “Catching Our Collective Breath”

Grey Swan Guild is a global collective – a virtual organization which formed in early 2020.

The diverse group of leaders and agents for positive change first came together to help to make sense of the world during a pandemic. We refer to such big events as “Grey Swans”.

We refer to our overall work together as “Sensemaking”. This includes primary research.

A “Wave” means content production cycle. Wave I focused on “Emergent Perspectives”.

Wave II will continue to highlight emergent perspectives from Members & contributors.

In Wave I, we sourced Point-Of-View (POV) essays from contributors. We are asking for more POV essays from more contributors in Wave II. We also seek new types of content.

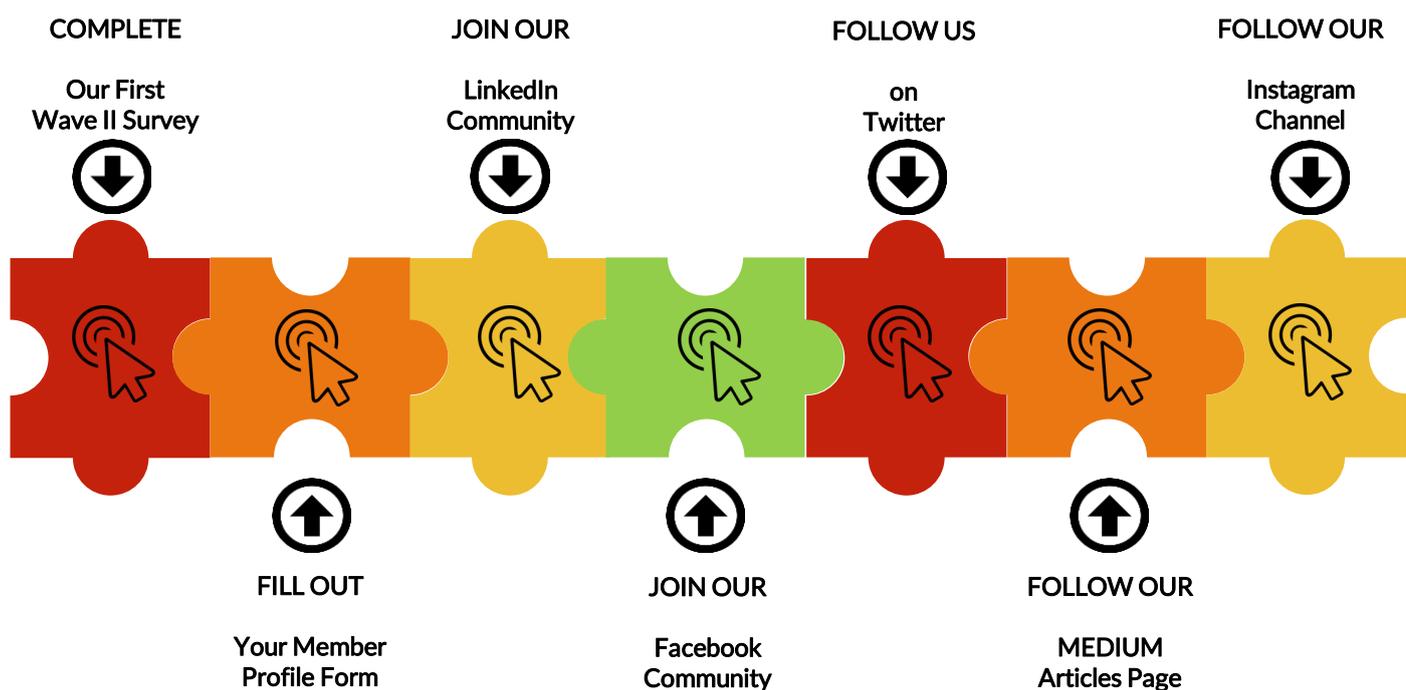
The top focus for Wave II is around issues we see as problems, breakdowns, or obstacles.

In support of this focus, we are asking YOU to identify an issue you think is problematic.

We hope that you will research your issue, write a POV essay about it, and contribute it.

## 7 Easy Ways to Engage With Grey Swan Guild

*You can be a contributing Member even if you do not write content or submit art & media.*



## Apolitical – Aspirational – Ambitious - Activated

Grey Swan Guild is not a politicized organization. The Guild aspires to influence policy and progress. Our objective is to inform & influence better futures for people and planet.

Grey Swan Guild promotes inclusion and diversity. Our Members and audience are global.

Writing about big issues and exploring problems toward imagining solutions will expose “political” concerns. Focus on policy issues & systems, not on political entities nor actors.

WAVE II is an ambitious plan. We ask for insightful contributions from ambitious people.

We aspire to profile unique, engaging storylines from key problems toward new futures.

Deeper, richer storytelling is our shared growth goal for Wave II. We support this goal by accepting new content formats: 3-part POV Series; Creative Interpretation; visual media.

YOU are ready to contribute! Think and Feel deeply. Enrich our futures with your story.



*Thank you in advance for your excellent contributions!*

*Mr. Daniel Steiche & Ms. Jennifer He, Wave II Leaders*



2020 has been one of the most challenging years for humanity at large in recent memory.

*Rapid change, high uncertainty, continual stress. It can all be overwhelming.*

**We must catch our collective breath.**

Grey Swan Guild returns to the “redrawing table” to collectively reimagine shared futures.

Grey Swan Guild first formed to provide every great thinker across the globe a platform – to interconnect, to consider the past and present, and to share visions of the future.

*Grey Swan Guild seeks submissions to drive deeper, richer storytelling and to inform its research and Sensemaking with unique ideas to serve the collective good.*

**You have a stake in your own future. Have your say in our collective futures.**

## Grey Swan Guild’s Mission, Purpose, Values



**GREY  
SWAN  
GUILD**

### VALUES

#### COLLABORATIVE

committed to the collective good

#### PURPOSEFUL

evidence-based, policy, humanity

#### CURIOUS

critical, rational, optimistic, aware

#### ASPIRATIONAL

can-do spirit, non-ordinary/innovative

### MISSION

Grey Swan Guild makes sense of particular societal, cultural, economic, marketplace and workplace challenges for business leaders, policy makers, educators and curious citizens.

### PURPOSE

Grey Swan Guild’s objective is to surface, inspire, and invite additional evidence-based observations, perspectives, contributions and opportunities from those who are committed to affect and influence positive change for people and planet.

A “guild” is an organization of persons with related interests, purpose, goals, etc. especially one formed for mutual aid or protection. In The Gilded Age, the guild was a common organizing model for societies of professionals. We are a virtual professional group.

“Grey Swan” describes a potentially very significant event considered unlikely to happen but still possible. These events should be anticipated, particularly as they could shake up civilization, the world economy, culture, marketplaces, workplaces and life in general.

If you agree overall with our Mission, Purpose & Values, then **CONTRIBUTE** to our **WAVE II** initiatives & **PARTICIPATE** in our [Grey Swan Guild events](#).

We encourage you to identify new contributors & Members and recruit!

All content contributions should be submitted @ “SUBMIT CONTENT” page:

**EDITORIAL STANDARDS**



**SUBMIT CONTENT**



# Understanding Grey Swan Guild's Sensemaking Lenses

As an emergent Sensemaking collective, Grey Swan Guild employs a system of both "Thinking" and "Feeling" lenses. The system enables insights classification.

Contributors of several types of unique "Point-Of-View" (POV) content to The Guild's knowledge base understand these lenses and advise which ones apply.

Our Editorial Board and Research, Sensemaking, & Intelligence (RSI) Team will also use this system to gain insights from each POV and publish it accordingly.

Below are the "Thinking Lenses" Grey Swan Guild uses to make sense of its content and data.

*Which of these "disconnects" reflect your own Point-Of-View?*

<p><b><u>The ecological disconnect:</u></b></p> <p>We consume resources at 1.5 times the regeneration capacity of planet earth because of a mismatch between the unlimited growth imperative and the finite resources of the planet. As a consequence, we are hitting the "limits to growth," as the title of the Club of Rome study famously suggested, calling for a better way to preserve increasingly scarce resources.</p>	<p><b><u>The financial disconnect:</u></b></p> <p>Foreign exchange transactions of US\$1.5 quadrillion (1,500 trillion) dwarf international trade of US\$20 trillion (less than 1.4 percent of all foreign exchange transactions). This disconnect is manifest in the decoupling of the financial economy from the "real" economy. As a consequence, we are increasingly hitting the "limits to speculation."</p>	<p><b><u>The leadership disconnect:</u></b></p> <p>We collectively create results that nobody wants because decision-makers are increasingly disconnected from the people affected by their decisions. As a consequence, we are hitting the "limits to leadership"—that is, the limits to traditional top-down leadership that works through the mechanisms of institutional silos.</p>	<p><b><u>The governance disconnect:</u></b></p> <p>As a global community we are unable to address the most pressing problems of our time because the coordination mechanisms are decoupled from the crisis of common goods. Because markets can't fix the problem of the commons, we are increasingly hitting the "limits to competition." We need to redraw the boundary between cooperation and competition by introducing, for example, pre-market areas of collaboration that enable innovation at the scale of the whole system.</p>
<p><b><u>The income and wealth disconnect:</u></b></p> <p>The top 1% of the world's population own more than the bottom 90%, resulting from wealth concentration in one part of society and unmet basic needs in another. As a consequence, we are reaching dangerous levels of inequality, as we discuss in more detail below. This calls for a better realization of basic human rights through a rebalancing of the economic playing field.</p>	<p><b><u>The technology disconnect:</u></b></p> <p>We respond to societal issues with quick technical fixes that address symptoms rather than systemic solutions. As a consequence, we are hitting the "limits to symptom-focused fixes"—that is, limits to solutions that respond to problems with more technological gadgets rather than by addressing the root causes.</p>	<p><b><u>The consumerism disconnect:</u></b></p> <p>Greater material consumption does not lead to increased health and well-being. As a consequence, we are increasingly hitting the "limits to consumerism," a problem that calls for reconnecting the economic process with the deeper sources of happiness and well-being.</p>	<p><b><u>The ownership disconnect:</u></b></p> <p>We face massive overuse of scarce resources, manifesting the decoupling of current ownership forms from the best societal use of scarce assets, such as our ecological commons. As a consequence, we are increasingly hitting the "limits to traditional property rights." This calls for a possible third category of commons-based property rights that would better protect the interest of future generations and the planet.</p>

Below are the "Feeling Lenses" Grey Swan Guild uses to make sense of its content and data.

*Which reflect your own Point-Of-View?*

<p>Our lives are forever affected. How and in what ways? Are these changes to how we live our lives permanent or not? These questions require ongoing, deep exploration forward.</p>	<p>The 2020 pandemic has re-shifted our focuses to what are truly important to us - our families, local society, global society, the Earth, humanity - to LOVE.</p>		<p>The only way to fully use the power of creativity is to enter with a beginner's mind - to unlearn and relearn into our shared emergent and unknown futures.</p>	<p>Leadership will be essential to how we integrate the learnings from this pandemic. If we do not find new ways to lead, will the unlimited outcomes in the future be optimal?</p>
		<p><b>LIMINAL</b></p>		
<p><b>LIMINAL</b> refers to the mind space between one's known past and the unknowable. Viewing the world from a liminal space entails examining and experiencing the tension between living in both a present reality and in a "virtual" future reality.</p>				

# What is a Point-Of-View (POV) Essay?

We provide great thinkers & leaders in the world a platform to connect together, to consider the past and present, to share visions of the future.

The strength of our work is the diversity of insights from our contributors.

A Point-Of-View (POV) essay is the primary source of content from which we garner diverse insights, perspectives, and ideas from around the world.

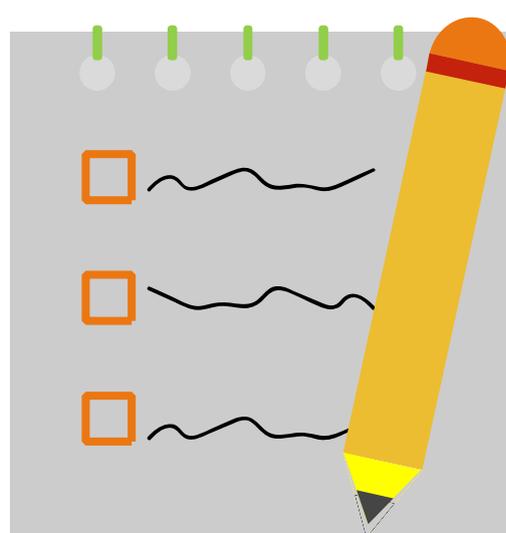
A POV is an essay of prescribed lengths to share unique perspectives on issues and experiences, with a particular focus on influencing our futures.

Your POV should reflect your own experience, expertise, interests, & ideas.

It should reflect your own unique voice, & focus on what matters to you.

## Point-Of-View (POV) Essay Writing Tips

Some key advice to help you best express your insights and ideas to the world at large



**WRITE FROM  
YOUR HEART**

- Write about what matters to You.
- Topic can be global or local in focus.
- Focus on current issue worth solving.

**USE YOUR  
MIND BEST**

- Apply your most critical thinking.
- Validate your POV with evidence.
- Find and share secondary sources.

**MAKE IT  
COMPELLING**

- Demonstrate why this issue matters.
- Tell your story in your unique voice.
- Imagine 1000s will read your story.

1. Please cite your research and include all your research sources/links at the end of your essay.
2. Include with POV submission a supporting image - personal or for open usage e.g. from [unsplash.com](https://unsplash.com).
3. Include with POV submission two photographs of yourself: 1. square headshot 400px 2. 225px x 175px

When you submit a POV essay, you will suggest which Thinking and Feeling Lens best applies. If more than one of each applies, indicate so.

Your POV will be reviewed by our Editorial Board. It may be edited for clarity or accuracy. If your submission meets the Grey Swan Guild's values and editorial standards, it will be published to our website within 14 days of receipt – you will be notified when your essay is published.

Many POV submissions, in whole or in part, will also be included in our themed publications / products during our varied sensemaking, events and production cycles. Grey Swan Guild reserves the right not to publish.

**SUBMIT** all POV essay contributions for WAVE II by November 30, 2020.

**EDITORIAL STANDARDS**



**SUBMIT CONTENT**



**Don't want to write a POV series? Submit a standalone POV of 500, 1000, or 1500 words.**

***Here is an example of a 500-word standalone POV from WAVE I:***

## The Future of Diet

By Daniel Steiche

We humans continue to eat ourselves sick. Diabetes and cardiovascular diseases lead comorbidity risks for COVID-19. Now is our time to start eating ourselves well.



The paths toward great ideas are mapped in part by our journeys through impacts and their implications. The COVID-19 pandemic has created monumental impacts, has broad and emerging implications, and avails catalysts for change through ideas to address both new and pre-existing conditions toward progressively improving the human experience. A pre-existing health condition we must address to improve our life experience and resilience beyond 2020 spans what and how we eat.

The paths toward great ideas are mapped in part by our journeys through impacts and their implications. The COVID-19 pandemic has created monumental impacts, has broad and emerging implications, and avails catalysts for change through ideas to address both new and pre-existing conditions toward progressively improving the human experience. A pre-existing health condition we must address to improve our life experience and resilience beyond 2020 spans what and how we eat.

Why is this so essential? Beyond detailed study (April 30, 2020) of 7337 Chinese patients, adverse impacts of COVID-19 disease among those with Type 2 diabetes and related conditions (hypertension, coronary artery disease) are well documented – note the daunting revelations of material differentiation of suffering among the USA's African-American communities. Further medical evidence into June 2020 is rapidly revealing that COVID-19 - beyond causing fatal pulmonary inflammation - is in fact a novel vascular disease. In short, the evolving evidence is that this new virus infects the vascular system beyond the lungs due the presence of a single protein – furin – which allows the virus to infect and inflame endothelial cells within multiple essential organ systems, throughout the body. Endothelial cell dysfunction leads to compound symptoms of blood clots and intravascular inflammation – a dangerous combination that explains both new conditions such as "COVID Toes" and devastating outcomes such as strokes, heart attacks, kidney failure, and other adverse outcomes from clots, insufficient oxygenation, or both. COVID-19 harms and kills by exploiting systemic vulnerabilities in humans; it does so systematically by its design. We in turn need to proactively redesign our lives to minimize such vulnerabilities. Changing our diets is our first course of action; exercise is essential. Pharmacological intervention has a role to play, reactively. It may have a role to play proactively, as a tertiary measure.

As individuals and households we can choose to make better dietary choices, but our choices are limited by market and governance ecosystems which will dictate the extent of our choices around what and how we eat ourselves well – or sick.

There are intersectional points of concern and opportunity for productive collaboration toward better food futures. Ecosystems of food supply (production, access, local channels, globalized supply chain, etc.) are in flux. A short list of related concerns span: individual and regional economic standing; the future of work itself; the role of public health authorities and their policy-setting / governance for the benefit of the citizenry; and the role of employers in promoting multi-point wellness for human resources.

Multiple actors have essential roles to play. Key choices need to be made. Industries will need to shift their value propositions and processes. And there will certainly be winners and losers. Overall health, well-being, and resilience of the human individual must be the targets to win most – with cascading, lasting, meaningful benefits for employers, industries, health systems, governments, and economic recovery and resilience. Choices we collectively make will dictate our long-term health – as individuals and as organizations. Choose your health by treating it as your wealth.

#consumerism

Sources:

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<https://elemental.medium.com/coronavirus-may-be-a-blood-vessel-disease-which-explains-everything-2c4032481ab2>

[https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(20\)30937-5/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(20)30937-5/fulltext)



# Overview of WAVE II Point-Of-View (POV) Serial Essay

First, we **#reVIEW**. Next, we **#reNEW**. Finally, we **#reDO**.

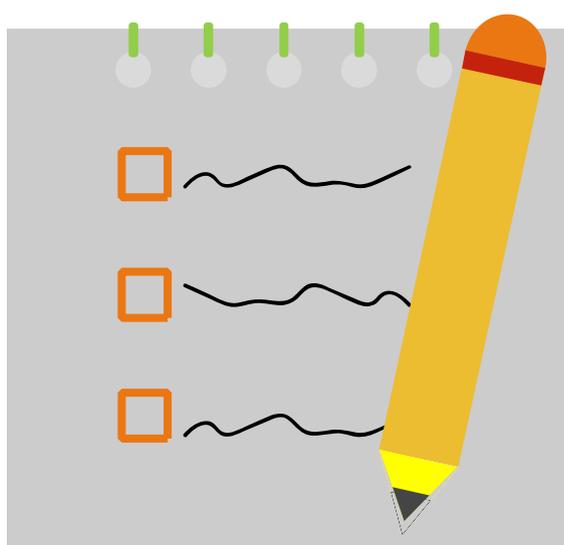
Our ambitious plan for WAVE II content & our productions focuses on our storytelling. The foundation of the plan is the addition of Serial Point-Of-View (POV) Essays format. The consistent format starts with problem identification toward proposing solutions. The structure for a POV Series is prescribed. Contributors decide which story to write. Contributors will first write their #reVIEW POV; identifies the issue for their full series.

**#reVIEW POVs submitted October 2020 may be featured in the first WAVE II report.**

*Details about the structure of the 3-part POV Series are below:*

## Serial Point-Of-View (POV) Essay Structure

Each POV Essay in your series should be written as 450-500 words. Submit each when finished.



**POV Essay 1:**  
**#reVIEW**

- Identify a current issue worth solving (a problem, breakdown, or obstacle).
- Write about what matters most to You.
- Your issue can be global or local in focus.
- Issue can predate pandemic or be new.

**POV Essay 2:**  
**#reNEW**

- Imagine what an ideal future looks like (in the context of your issue in POV #1).
- You do not need to have all the answers.
- Make your case, even if not yet feasible.

**POV Essay 3:**  
**#reDO**

- Focus on viable solutions in the near term (address your issue with 1+ real solutions).
- Make the case for the change you propose.
- Ideas include policies, processes, programs, products, new ways to work and live, etc.

1. Please cite your research and include all your research sources/links at the end of your essay.
2. Include with POV submission a supporting image - personal or for open usage e.g. from [unsplash.com](https://unsplash.com).
3. Include with POV submission two photographs of yourself: 1. square headshot 400px 2. 225px x 175px

When you submit a POV essay, you will suggest which Thinking and Feeling Lens best applies. If more than one of each applies, indicate so.

Your POV will be reviewed by our Editorial Board. It may be edited for clarity or accuracy. If your submission meets the Grey Swan Guild's values and editorial standards, it will be published to our website within 14 days of receipt – you will be notified when your essay is published.

Many POV submissions, in whole or in part, will also be included in our themed publications / products during our varied sensemaking, events and production cycles. Grey Swan Guild reserves the right not to publish.

**SUBMIT the first (POV Essay 1: #reVIEW) no later than October 31, 2020.**

**SUBMIT all POV essay contributions for WAVE II by November 30, 2020.**

**EDITORIAL STANDARDS**



**SUBMIT CONTENT**



# Overview of WAVE II “Creative Interpretation” Submissions

For WAVE II, we are seeking additional content types and formats.

We offer all contributors this platform to submit new creative and alternative content – beyond written Point-of-View (POV) essays.

Submit 1+ creative interpretations of your perspective, insights or observations. This might take the form of a poem, creative nonfiction, future fiction, or other prose, artwork, photo, video or images (as examples). It can also be a shorter-form or flash commentary statement.

## Tips for Submitting “Creative Interpretations” Content:

- Video, audio and other media files will need to be 100 MB or less in size.
  - Each contributor may submit these types of content as often as desired.
  - Be sure to only submit your personal content or that licensed for reuse.
1. Please cite your research and include all your research sources/links at the end of your written content.
  2. Include with written submissions a supporting image - personal or for open usage e.g. from [unsplash.com](https://unsplash.com).
  3. Include with first submissions two photographs of yourself: 1. square headshot 400px 2. 225px x 175px.

Third-party content you would like to share with Grey Swan Guild and its Members should be posted in either of our two Community Groups:

**LinkedIn**  
Community Group



**Facebook**  
Community Group



**EDITORIAL STANDARDS**



**SUBMIT CONTENT**



Points-Of-View  
Through Your  
Own Unique Lens



# Post-submission Process, Content Uses, Intake Schedule

When you submit a POV essay, you will suggest which Thinking and Feeling Lens best applies. If more than one of each applies, indicate so.

Your POV will be reviewed by our Editorial Board. It may be edited for clarity or accuracy. If your submission meets the Grey Swan Guild's values and editorial standards, it will be published to our website within 14 days of receipt — you will be notified when your essay is published.

Many POV submissions, in whole or in part, will also be included in our themed publications / products during our varied sensemaking, events and production cycles. Grey Swan Guild reserves the right not to publish.

“Creative Interpretation” submissions will be reviewed and usages decided.

## Content Submissions Schedule and Deadlines:

SUBMIT first serial (POV Essay 1: #reVIEW) no later than October 31, 2020.

SUBMIT every POV essay contribution for WAVE II by November 30, 2020.

SUBMIT each “Creative Interpretation” for WAVE II by November 30, 2020.

**EDITORIAL STANDARDS**



**SUBMIT CONTENT**



**RAISE YOUR HAND. RAISE YOUR VOICE.**

**SHARE YOUR POINT-OF-VIEW.**

**Why should YOU contribute to Grey Swan Guild?**

2020 has presented us all with reasons to evaluate what matters most to each of us. As we catch our collective breath and live our lives in the space between the known past and the unknowable future, we seek purpose. We know we will need to change ourselves as we embrace a world of change. We think about what our own future will be, how we must change, how we can actively influence a new era and create impact.

**Grey Swan Guild is your platform and community to share your insights about our collective futures. It is your portal to a diverse world of brilliant people and brilliant ideas. This is your opportunity to be recognized as a thought leader around the world.**