

Examples of How to Share the New Bottom Line and NSP with Folks

Example 1:

Thanks for giving me these three minutes. Let me assure you I'm not part of some religious sect group or trying to get money from you or anything of the sort. I want to tell you, though, that I have watched the wonderful people of our country elect leaders who in turn have been cutting funding for social security and other programs for the most vulnerable in our society, and at the same time has been engaged in needless wars like those that recently ended in Iraq and Afghanistan, and watched us act as though we thought security for us could come from dominating others. I think that fear often breeds greed—and so we get a society where looking out for number one and maximizing money and power become the goal of life because we think we can't count on anyone else to help us, and so we have to just rely on ourselves. And fear also leads us to think that our only path to security is through domination of others. Well, I'm part of a new movement that is seeking to change all this—by building a New Bottom Line in our society, so that we decide if a given way of doing things is efficient or productive by how much love and caring it creates, how much it generates generosity and ethical behavior, how much it encourages us to look at nature and the universe with awe and wonder at the miracles that surround us. And I want to present to you, if you'll allow me, some of our ideas about how to create that society, starting with our proposed Global Marshall Plan and our ESRA—the constitutional amendment to get money out of politics and require corporations to be environmentally and socially responsible. So I wonder if you'd be willing to give me some more time right now to present the Global Marshall Plan, the ESRA, and/or our plan for education, building strong families, or how to save the environment?

I wonder how you feel about what I've just shared?

Example 2:

I'm excited to share with you something I've been involved with to help transform our world so that everyone's needs are met and that challenge our current structures and systems. Our New Bottom Line is focused on building a world based on love, kindness, and generosity, celebration and awe of the universe, environmental and ecological sensitivity, and economic and social justice. So let me talk about that in the context of the recent congressional compromise on the budget. The congress passed legislation and the president signed legislation that severely cut food stamps and unemployment compensation for millions of people. Those who voted for the legislation argued that they did the best they could given the current political reality and their assessment of the economic situation. But they had another choice. They could have used that moment as an opportunity to put forth a new worldview. A worldview based on an ethos of caring about each other rather than only caring about an economic bottom line.

We have a different way of assessing how decisions should be made and what should be taken into account. Instead of thinking that a policy is rational because of some basic economic bottom line, we have a broader bottom line based in an ethos of caring about each other and the environment. So when the government (or any institution, school, organization, corporation, etc.) determines what policies to put forth and what to vote on, instead of simply looking at the economic bottom line, we want them to be asking questions such as, does this promote caring and generosity for our citizens, does this save and protect our environment, does this create the world we really want to live in, in which all people have their basic needs met. We have specific and concrete programs and proposals that incorporate this new Bottom Line that I'd be happy to share with you.

I wonder how you feel about what I've just shared?