



Course Workbook



FordMomentum!

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STANDARD OF LOVE

The standard of love is you.

SELF-ESTEEM

The ability to have a favorable impression of oneself based on integrity, honesty, and the capacity to contribute to the world around you is vital to our community. Healthy self-esteem supports your ability to engage in solution-finding with others, approach new challenges with curiosity, and recover quickly from errors.

LITERACY

Literacy is the path to freedom. Reading beckons comprehension. Comprehension influences query. Query sparks innovation. Innovation drives sustainable futures.

JUSTICE

Standard of LOVE places value in actionable results in justice towards our future without repeating the past. The four pillars practiced in combination produce communications results that provide a clear path to a radical reimagining of what love means in a safe, inclusive, competent world. You're capable of having a good life directed in fairness, equity, and a sense of completion that is not built on the backs of other's suffering. This is justice.



VALUES

Your values are how you define and practice your core principles. STOLO asks that your values authentically reflect your character, which is the foundation of your reputation. Your values also quantify what you find valuable, and how much you're willing to give for them.

ECONOMIC POWER

Inform folks of the process to deconstruct the current U.S. economic system while also creating safe, inclusive spaces to rebuild an inclusive, fair, competitive marketplace for all. Education for the future, conscious consumerism, entrepreneurship, global exchange, and linguistics are all focal points of an advanced economic powerhouse ready for the future.



FM!

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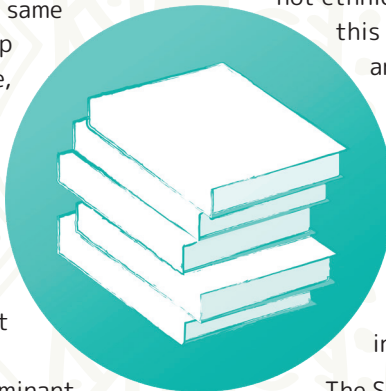
(Y)Our Standards

Standard of Love (STOLO) assumes that you are uniquely valuable to your community's ability to survive, compete, and thrive. It uses the pillars as a foundation for constant query, continuous improvement, and guides folks to engage in dialogue that articulates nuances of their environment. In an era of big data, STOLO helps folks like you and me to leverage our complexity by quickly sorting thoughts and sentiments according to five self-reflective catalysts for problem-solving.

Literacy

We cannot create solutions for what we cannot articulate.

Effective language is the basis for all communication. Each culture has a different way of communicating things that help them connect, survive, and thrive. When many different cultures live in the same place, language can become fused to help further connect what may look the same, but is called something different. Oftentimes less dominant cultural groups create an "underground" language that is closed to the more dominant cultures. When the dominant culture uses the "standard" language towards an initiative it doesn't work because they weren't privy to the "underground" language. Also, if less dominant cultures do not trust the more dominant cultures, they will ignore the calls-to-action or provide false information. Cultural inclusion does the work to ask cultures what language they use and helps them to define it so that other groups can align with them with accuracy. In areas of sensitivity to the less dominant group's safety, STOLO helps to enhance the other four pillars to strengthen their capacity to articulate themselves without fear.



It's important to acknowledge that the United States' dominant cultural infrastructure is based on an Euro-centric/Anglo dominant foundation. We call this "white is right" framework. However, the U.S. hosts a majority of the population that does not ethnically identify as white/Anglo. We call this population the unempowered majority and they are comprised of ethnic and social classes that are non-Anglo/White. They have origins from more than 95 countries, speak more than 350 dialects of indigenous, Latin and Asiatic languages, practice more than 16 types of organized religion and have numerous customs and traditions that influence daily life.

The STOLO method intentionally creates safe spaces for ethnic populations to articulate their cultural norms so that we can describe, compute and align a baseline of desires amongst all of the cultures in a region. Language and the definitions of the nuances of our assets are the variables used to assign value(s) and worth.

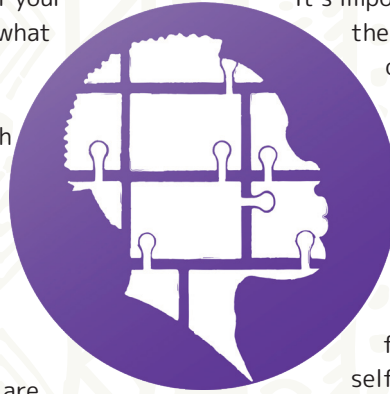


Values

Define what's important to you and identify how much that's worth.

Your values are how you define what's important to you and inform your character. To live authentically, your character should be a reflection of your reputation in action. Most of us treat what we value with care, and respect that it is worth something to us. Quantifying what we value and how much it is worth allows us to create paths that help us to sustain and protect it.

Sustainable values are ones that offer improvements without doing self harm or danger to others. They are usually ideals, processes, and beliefs that are able to be shared within a culture, and are beneficial to



holistic safety, inclusion, and innovation. Values are often used as the foundation for a culture's ability to co-exist and produce something that they can come together for.

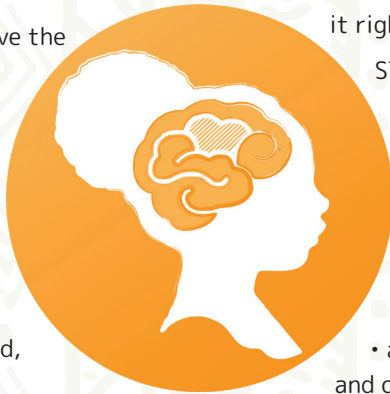
It's important that people are honest about their values because they are the point of reflection in our lives. Values are tethered to our spiritual self, thus being dishonest with one's values is the same as being dishonest within their spirit. STOLO supports the safe, honest discovery of reflection upon values. Many of what we say we value is rooted in white=right framework, which is counterintuitive to self-worth, empowerment, or safety for the unempowered majority.

Self-Esteem

You are uniquely created to be present, active, and useful in this time, place and space.

Humans are social creatures who all have the same basic needs: food, water, shelter, and love. Every culture has the same physiological types of humans with the same basic needs. When shocks or abuse happens in any human's life it causes trauma. There are many forms of trauma and various ways to heal from the complexities, but one method to support healing is to feel seen, heard, understood and accepted.

Many people already practice 2 or more of the STOLO pillars all the time. Having the language to articulate what you want and need helps to inform how important it is to you, and how much you're willing to give up to protect or acquire it. Literacy



and values are a direct reflection of your self-esteem because if they are accurate, you feel you've gotten it right, too.

STOLO supports the improvement of one's self-esteem by:

- asking you to be open about what you feel and value
- creating a safe, reflective space for you to share your thoughts about inhibitions and inspiration
- accepting your perspective as authentic, and offering opportunities for reflection, discovery, and query to investigate the "why" that defines you
- speaking to you in a culturally sensitive, language specific way that validates that you are seen, heard, and understood



Economic Power

Healthy and safe economic power is the only way a culture can be self-sustaining.

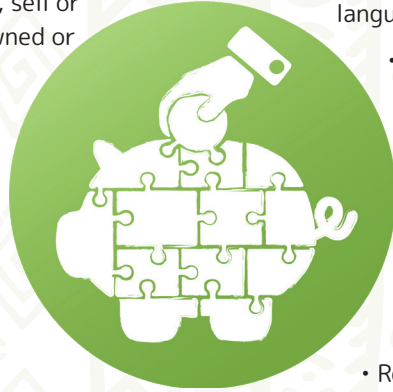
Every culture has a valuable thing, person, or quality - also known as assets. Economics is the study of how people in various cultures cultivate, protect, exchange, sell or buy assets. (Note: Humans are never to be owned or sold; only their talents, skills, or ideas.)

Cultural integration implies that two or more cultures agree to participate in the cultivation, protection, exchange, sale or purchase of each other's assets. (This is regenerative and sustainable because it allows for a continuous cycle of flexibility, needs assessment and action.)

Cultural dominance implies that one culture enslaves, oppresses, and/or suppresses another culture to take and control the assets without negotiation or fair exchange. (This is finite and not sustainable because fear doesn't outlast change.)

Economic power is when a culture can articulate the variables of their assets and decide how they:

- 1) want to cultivate those assets for preservation or more/less production
- 2) protect the sources of the assets to maintain value/worth
- 3) determine the rate, method, time, and audience they want to exchange or sell their assets



4) determine which source aligns with their values for optimum power in an exchange

STOLO supports economic power by:

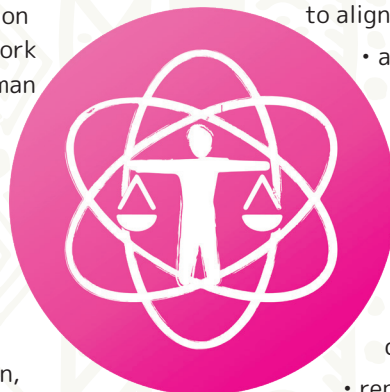
- Identifying assets through the discovery process of language and values.
- Increasing the power of what you value while decreasing the power and value of what you don't.
- Using communications that enhance trust, understanding and predictability by literally speaking your language.
- Use of culturally authentic and respectful images that invite people who value and trust what you do to join in reflection with you.
- Reframing economic exchange to include just opportunities for a circular economy to flourish based on shared values.
- Pointing out that we are more than money, alone. Our assets come in many forms, shapes, styles, and strengths, and that our currencies are made up of our values.
- Broadening your lens, understanding, and control. Your decisions have input/control in your future through complex decision making; which is more inclusive and sustainable than linear decision making.

Justice

Fairness + Truth + Integrity = Peace

Intangible concepts such as justice, fairness, peace, right and wrong can be subjective depending on where someone is sitting. The STOLO framework establishes a minimum standard based on human and natural law. Our baseline is that every human deserves to exist with access to their fundamental needs. These needs are consistent, reliable, and affordable access to potable water, clean air, shelter, health care, education and safe transportation infrastructure.

When these baselines are met for every human, STOLO will have a minimum baseline to continue to grow and develop upon.



STOLO supports work towards justice by:

- identifying appropriate language used amongst cultures to align priorities
- articulating your values of your baselines and calculating worth + capacity to cultivate, maintain, and afford them
- inviting other authentic people to share their sentiments in a safe place that will also engage, inquire, and inspire with you
- reflecting a community's inherent strengths through their existing assets and explore concepts of economic development/power
- report findings that protect your interests, privacy, and desires
- close the loop to maintain a safe space for inclusive communication, continuous improvement, and expectations you'll hold yourself and others accountable for.



Kickstart Query

QUERY 1

Is This Common In Humans?

All organisms organize using systems. The systems change by time and organism type, but historically repeat themselves. Identify what system you're trying to solve a problem in, first, then look for root cause. This is the most important step because inputs are important to your desired outcomes. If the inputs aren't based on evidence, the outputs will not matter.

QUERY 2

Is This a Derivative of Oppression, Suppression, or Enslavement?

If the answer is YES, STOP EVERYTHING. Determine if your role is to be a part of the problem, or solution. The oppression, suppression or enslavement of others is not only morally corrupt, but it's also economically and socially inefficient. While there may be short-term benefits, the long-term practice is not cost-effective or sustainable. Go back to STEP 1 to identify where this has happened in the past and what methods were used to oppress, suppress, or enslave. Seek solutions that create the opposite outcome and provide competitive advantage in other ways.

QUERY 3

Does This System Exist Elsewhere?

Where is this system currently implemented in a successful way? Look at other industries who serve the same group that you're trying to solve a problem for. Look at their outcomes and then identify what systems they use. Most successful systems have streamlined processes that are familiar to consumers. Examples include: ATM banking processes are the same as grocery store and air travel self-checkout. Apple iTunes and Amazon Kindle both use cloud storage so you can use any device you want to access entertainment. Public interfacing systems can be found in every industry and their improvements can easily be a part of your solution, too.

QUERY 4

Is There Space for Innovation or Invention?

If everything in the universe is in constant motion this implies that change is constant, too. Thus, there is always opportunity for change. Innovation encourages the improvement of what already exists. Invention is when something new is created. Most solutions are solved by removing things that are no longer useful and maximizing existing resources to increase productivity and use. Depending on which one is necessary, you're now prepared to explore solutions with a solid foundation.



Leadership Types

PIONEER/ CREATOR

A person who is first or among the earliest in any field of inquiry, enterprise, or progress. In societies, these are the people who are highly inquisitive, understand how things work or have rhythms/systems, have the capacity to find “gaps” in those systems. They also tend to be persons who are strong innovators and/or inventors. They lead the pack and often times do not have the means or desire to simplify their experiences, or implement for mass consumption/integration. Pioneers/Creators can have short-lived roles in an environment.

Pioneers/Creators are the visionaries of society.

LEADER

A person who is a guiding or directing head, as of a military, movement, or political group. Leaders are often responsible for organizing human and infrastructural resources for collaboration so that visions can become a reality. Their methodologies range from technical to behavioral influencing, and they are diligent in being flexible in change management practices. Leaders can also be pioneers, managers, and drivers; however, their success in the leadership role is based on their constituents.

Leaders are the rally cry of society.

MANAGER

A person who manages and employs resources and expenditures of a project. Managers are vital to understanding the nuance of a project’s goals and resources. They possess the understanding and ability to implement boundaries, technical steps, and processes to achieve goals. Due to their understanding of the complexities of resources, managers are the best persons to pioneer innovative concepts in societies because they understand resource allocation and shortages. Managers can sometimes be stifled by leaders.

Managers are the organizers of society.

DRIVER

A person who carries a business/project component vigorously through to completion. Drivers are the interface between a vision and its reality in a tangible way. They have specific guided instructions on how to achieve tactical conversion of need to fulfillment. Pioneers, leaders, and managers are accountable to the drivers. Without them, an idea is simply a concept without intent, action, or sustainable service to humanity. Drivers validate the manifestation of ideas through interaction, instruction, and endorsement of an idea to constituents. Drivers are most effective when they are authentic.

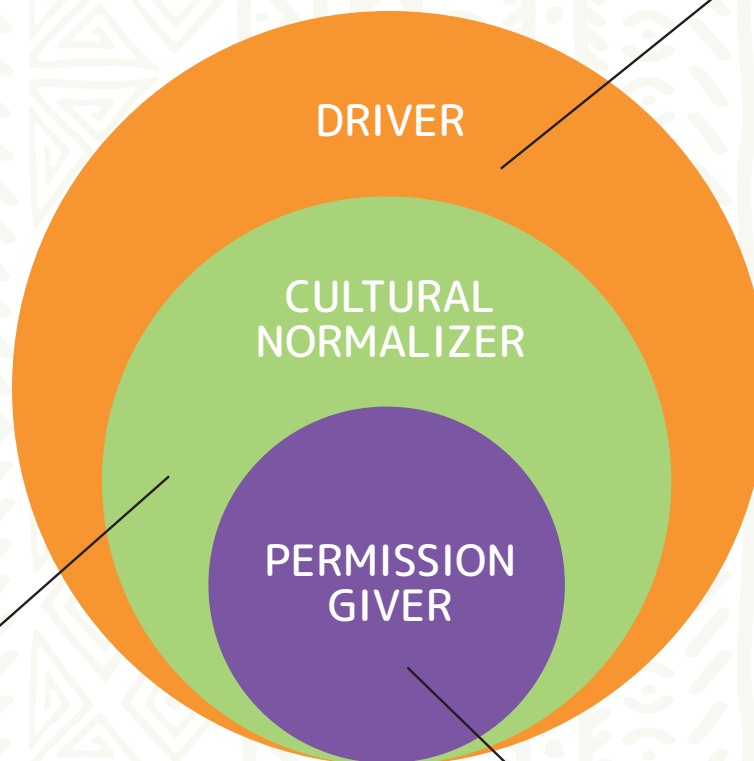
Drivers are the doers of society.



Cultural Leadership Types

The vision of a culture's sustainability is sparked by the **Driver**, organized by the **Normalizer**, and protected by the **Permission Giver**.

Driver: Cultural Drivers are the people who take ideas, innovations, inventions in their communities and make them a part of a cultural statement. Examples are artists, politicians, inventors, or culinary professionals. They are pioneers and/or leaders and are rarely conformists. They can also range in age; beginning as early as 10 years old.



Cultural Normalizer:

Cultural Normalizers are the people within communities that integrate a Cultural Driver's ideas and methodologies into their daily lives. Sometimes this is by forced assimilation, as Normalizers do not usually seek to disrupt cultural flow, but enhance it by creating order and safety.

Permission Giver:

Permission Givers are the protectors of cultural groups. They are respected because they usually have more information, access to resources, and/or have historically been providers. The Permission Giver is the core of a cultural group and decisions the Driver makes are typically tethered to the Permission Giver.





Values Matrix

STOLO values have dual meaning, incorporating both importance and (quantifiable) worth. The following questions probe you to clarify language that articulates your principles, standards of behaviour, and what's important to you in your life. Once you articulate your values, consider how you'd rank them by importance and what you'd be willing to trade to practice them.

PRACTICE: This exercise does not always come naturally to people. The appropriate outcome will reflect what's important to you and reveal currency that you're willing to leverage to cultivate, trade, and protect.

Q1

(Answer the following questions separately.) How would you describe yourself in relation to a) your family, b) your community, c) the world at large?

Q2

What terms do you use to best describe your purpose in life?



Q3

List 5 things that you bring with you everywhere you go that are different from an environment you're in. (List more if possible, but you must have a minimum of 5.)

Q4

If you only had one tool or resource to achieve your most challenging daily task, what would it be?

Q5

When you have tough problems to solve, where's the first place you look for a solution?



Q6 What drives you to try a new day, each day?

Q7 I feel cared for, loved, heard, seen when _____ happens.

Q8 Does your work help you as much as it helps others? If so, list 3 ways that it helps you as much, or more than it helps others. If not, list 3 ways it helps others more than it helps you.

Q9 How do you measure success in an initiative?



Q10

How do you deal with what you cannot always articulate, but you know is real?

Q11

What do your boundaries look like regarding you and your community?
What are things you'll always say "yes" or "no" to?

“Dreams and nightmares are created in the same place in our subconscious minds; thus we get to choose which we'll bring into the real world. Always opt to inspire yourself, never to terrorize yourself.”





Assets, Tools + Resources

Learning to quickly identify what tools, resources and assets we have allows us to maximize efficiencies and get to solutions faster.

DEFINITIONS

Tools: A product, service or platform that enables you to complete a task more efficiently.

Resources: A person, source or method that can readily be drawn upon when you need. We reference people who are important to a process as a resource, never a tool, because we value humans as more than a means to production or consumption.

Assets: A concept, thing, action or item that holds value. A concept, thing, action or item that someone owns that has exchange value.

PRACTICE: This exercise is intended to help you organize your STOLO toolbox. Using the right tool for the right job allows you to maximize your efforts while also increasing the value of your assets. Based on your values matrix, list your assets. Then list what tool or resource you would use to assist you with cultivating, protecting, or exchanging your asset. Finally, list what your desired outcome will be so that you increase your awareness and opportunity for predictability.

Remember to extend grace and query at every step. If a tool or resource isn't available or working out, try something else. The point is to leverage your assets so that you can achieve your desired outcome without harming yourself or others.

ASSET	TOOL	RESOURCE	DESIRED OUTCOME



Decision Making Matrix

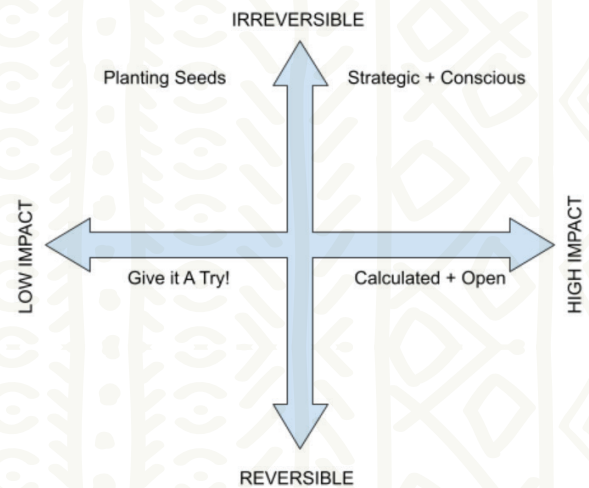
We are products of the environments we're actively trying to deconstruct/reconstruct. Approaching cultural inclusion from a holistic mathematical, emotional and/or social approach is incredibly challenging. It forces you to slow down before you're able to speed up so that you actively deconstruct each concept, method, tool and your own assumptions.

Cultural and ethnic populations are not a monolith. As your communications platforms and uses change, so will the right combination of tools. The goal is to confirm a culture's core values in unison. Therefore, it's important that you remain centred in your values so that you can make informed decisions rooted in collaboration, service to others, and integrity.



PRACTICE This exercise is intended to guide you through decision making. When you're practicing a new methodology, it's important to practice the process until it becomes natural for you. First, list your core values so that you can always remind yourself of what's important to you and what that's worth in your actions. Next, ask yourself some grounding questions to ensure that you're engaging in an activity that supports your values. Last, chart your desired actions according to estimated outcomes.

Remember, failure is an option as long as you maintain integrity and don't negate your core values. It's okay to not know everything. Be gentle with yourself and others as you seek to try something different, new or to improve. The decision making matrix will also allow you to articulate your thought processes, values, and desired outcomes to your audience(s) with clarity; something that builds trust and social currency amongst those you're leading.



LIST YOUR CORE VALUES BELOW

CONSIDERATIONS

- Does this action meet at least 3 of your core values? Y/N
- Does this action align with the values of those you'll impact?
- Does this action have evidence of your desired outcome somewhere else?
- How will this outcome impact you if you fail?
- List additional questions that are important



Inbound/Outbound Communications

Inbound: Any time a client/constituent seeks information about your organization via a communications platform. (Their initial desire can also be influenced from non-traditional media platforms.) The primary intent for inbound communications is to be able to provide a comprehensive message to your consumer about your mission, values, and product/service.

Outbound: Any time a business or person reaches out to clients/constituents via a communications platform.

Traditional/Non-Traditional Media

Traditional: Referencing any outbound communications platform that was used for effective mass media prior to the year 2000. Examples include radio, TV, print ads, newspapers, magazines, outdoor boards, flyers and brochures.

Non-Traditional: Referencing any communications platform (inbound or outbound) used for effective mass media post (year) 2000 and leverages data and statistics of users in a digital platform. Examples include Facebook, Twitter, internet radio, SEO/SEM. Exceptions to this can include public art communications that include a call-to-action (e.g. street tagging).

MarComm/iComm

MarComm: A trendy abbreviation for marketing and communications related to roles/responsibilities, org-charts, team dynamics, and results.

iComm: A trendy abbreviation for internal communications. iComm can work under Human Resources or MarComm depending on the goals of the organization. Benefits of iComm under MarComm is that information from the global perspective of an organization are important to employees and vendors, not just HR.

Communications Platform

Comms Platform: Any dedicated space where one has an opportunity to speak or gain attention of a target audience. Examples range from newspaper ads to TV and radio commercials, to social media mentions in a person-to-person conversation. These platforms are no longer static in their capabilities or influence. The American consumer is nimble, highly visual, and uses multiple platforms to gain a comprehensive view of any subject.

Digisphere: A term FM! coined to address the digital atmosphere. It's important to remember that digital platforms are not "real" or tangible spaces for humans. They are virtual spaces intended to allow multiple types of engagements to occur simultaneously. The digisphere supports information sharing and finding, increased connectivity regardless of proximity, and the capacity for rapid transmission and transactions between multiple parties at once. The digisphere can also pose a threat to the mental, emotional and physical security of human standards by training the brain to find fast reward in activities that programmed by limited perspectives.

Emosphere: A term FM! coined to address the non-digital atmosphere; including the "tangible" and spiritual worlds humans coexist within for daily living. These spaces are subject to as much academic woo woo as the digisphere, but have a stronger cultural acknowledgement about the impacts of human engagement. All humans are driven by emotions. Outcomes vary based on one's ability to manage emotions through self-control and rationalization of varying circumstances.



Definitions

Standard of LOVE (STOLO)

STOLO: A communications method with five pillars used in sequence to guide a person through healthy, authentic, and just self-actualization. STOLO is the method FM! uses for all decisions; large and small, personal and professional, divine and in the tangible world.

CULTURE: The social behaviour, norms, and customs of a group or community.

CULTURAL CAPITAL: Cultural capital is a relatively new term developed by the French sociologist Pierre Bourdieu (1930 - 2002). Cultural capital: the accumulation of knowledge, behaviours, and skills that one can tap into to demonstrate one's cultural competence, and thus one's social status or standing in society.

CULTURAL CURRENCY: Cultural currency is the economic value of cultural capital.

