

# Mobilizing People

The invaluable role of shared human ideals to galvanize people in common purpose.

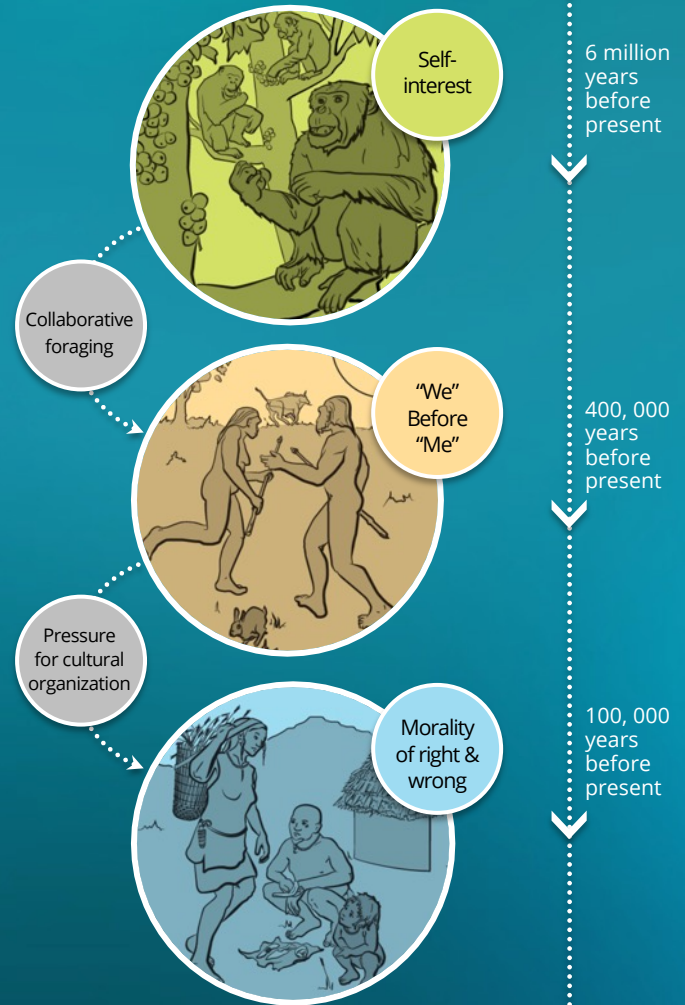


**Deloitte.**

# Humanity thrived because of Group Culture and Cooperation

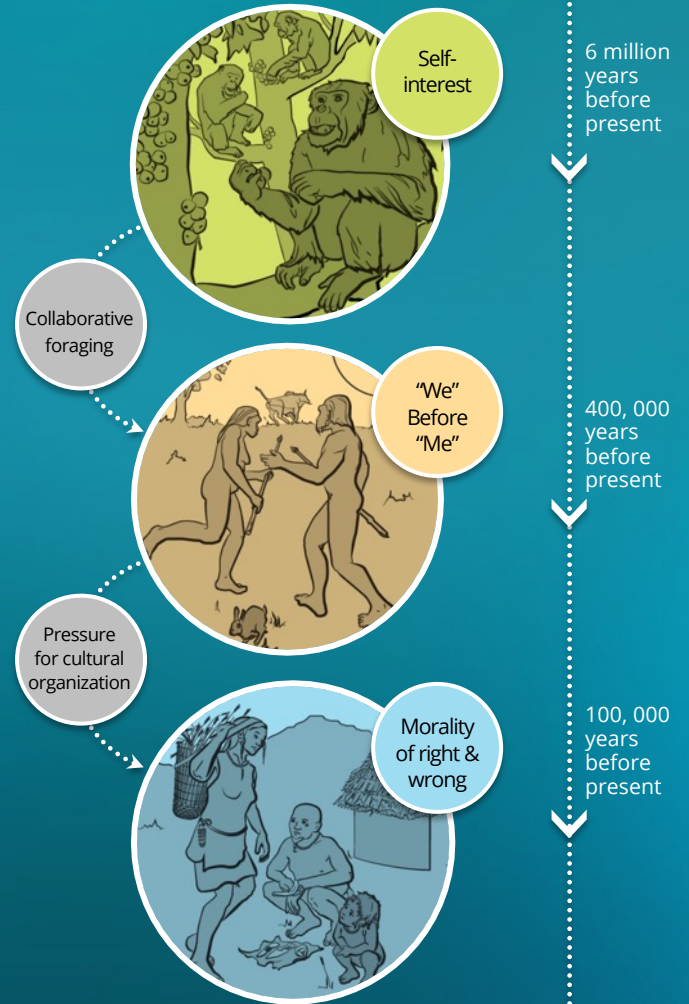
The key psychological characteristic of individuals adapted for cultural life was a group-mindedness, whereby people took the cognitive perspective of the group as a whole to care for its welfare and to conform to its ways.

*The Origins of Human Morality, Scientific American, September 2018*



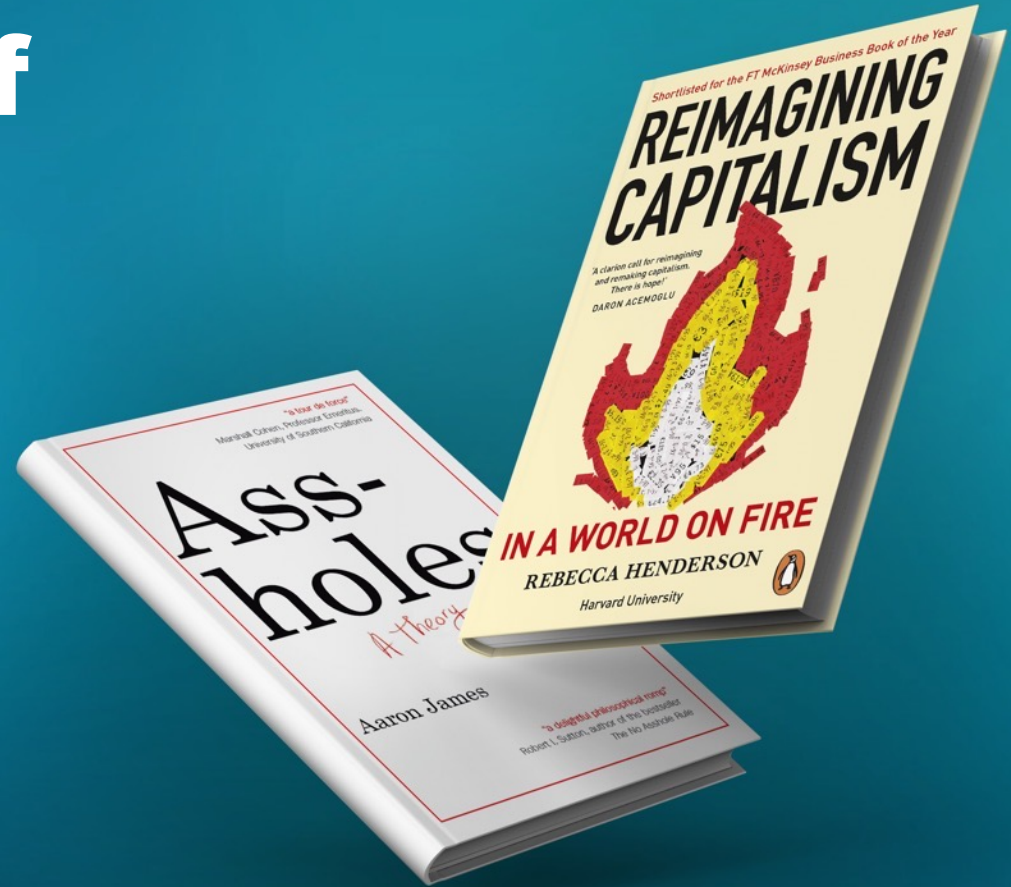
# Ethos:

Shared ideals of 'good' and 'right', informed group-mindedness.



# The fraying of our shared social fabric

“Free market capitalism is one of humanity's greatest inventions and sources of prosperity. But capitalism is on the verge of destroying the planet and destabilizing society as wealth rushes to the top. *It has lost its moral and ethical foundation.*”



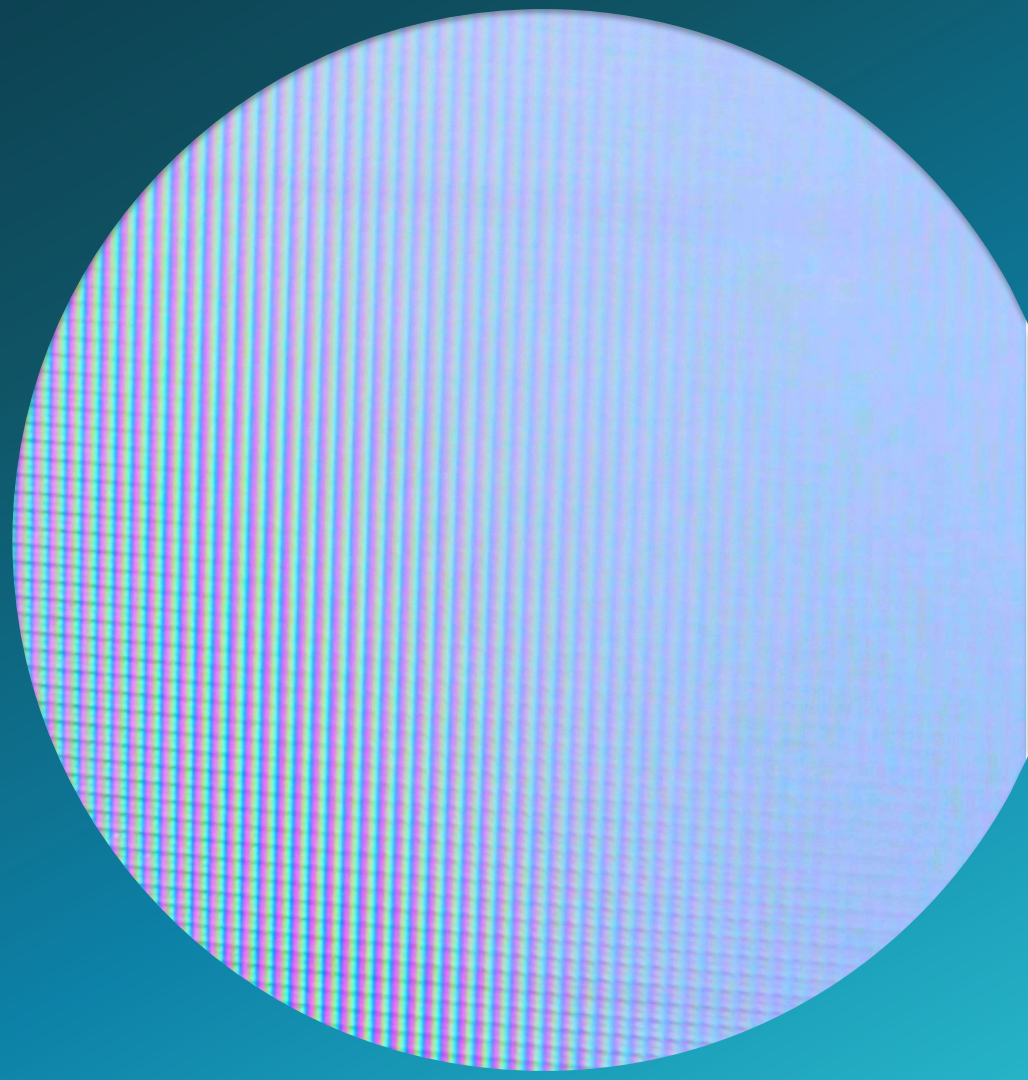
Issues arise  
regularly and  
polarize reliably,  
**inflaming social  
tension and  
division.**



People have near  
complete access  
to information,  
**mechanisms to  
organize**  
and social power  
is shifting rapidly.



# Society can be reshaped



**Toward  
something  
we all view  
as good  
and right**



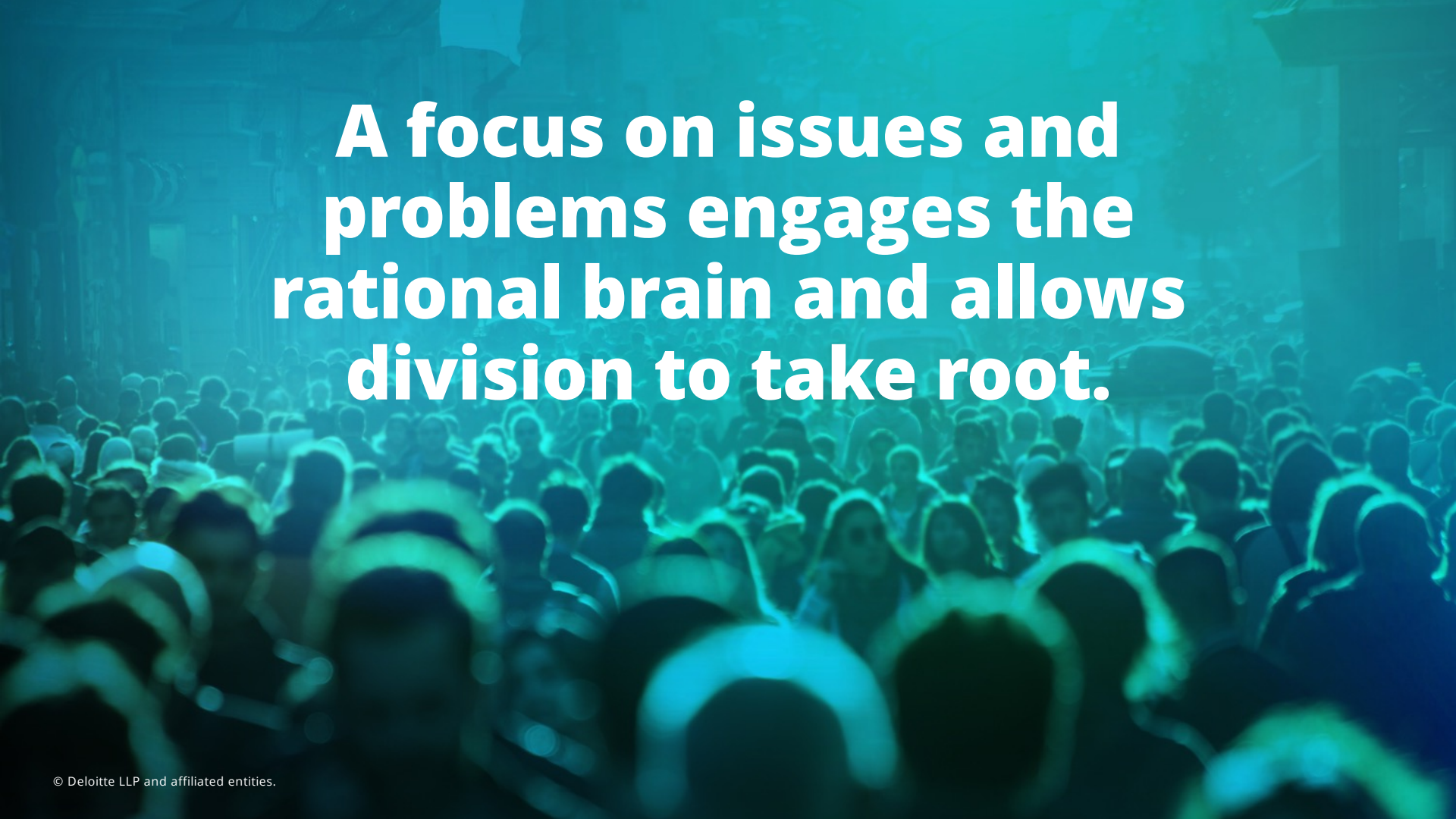


**Toward  
something  
more ideal**





**Our tendency to focus first  
on issues and problems,  
oddly drives us further away  
from unity.**



**A focus on issues and problems engages the rational brain and allows division to take root.**

Survey Question:

**I think  
we should ban  
all magazine-fed  
firearms.**

**A: I agree**

**B: I disagree**

Survey Question:

**I think we should  
increase spending  
on national  
defense**

**A: I agree**

**B: I disagree**

Survey Question:

**I think we should  
increase taxes  
to increase our  
spending on  
national defense**

**A: I agree**

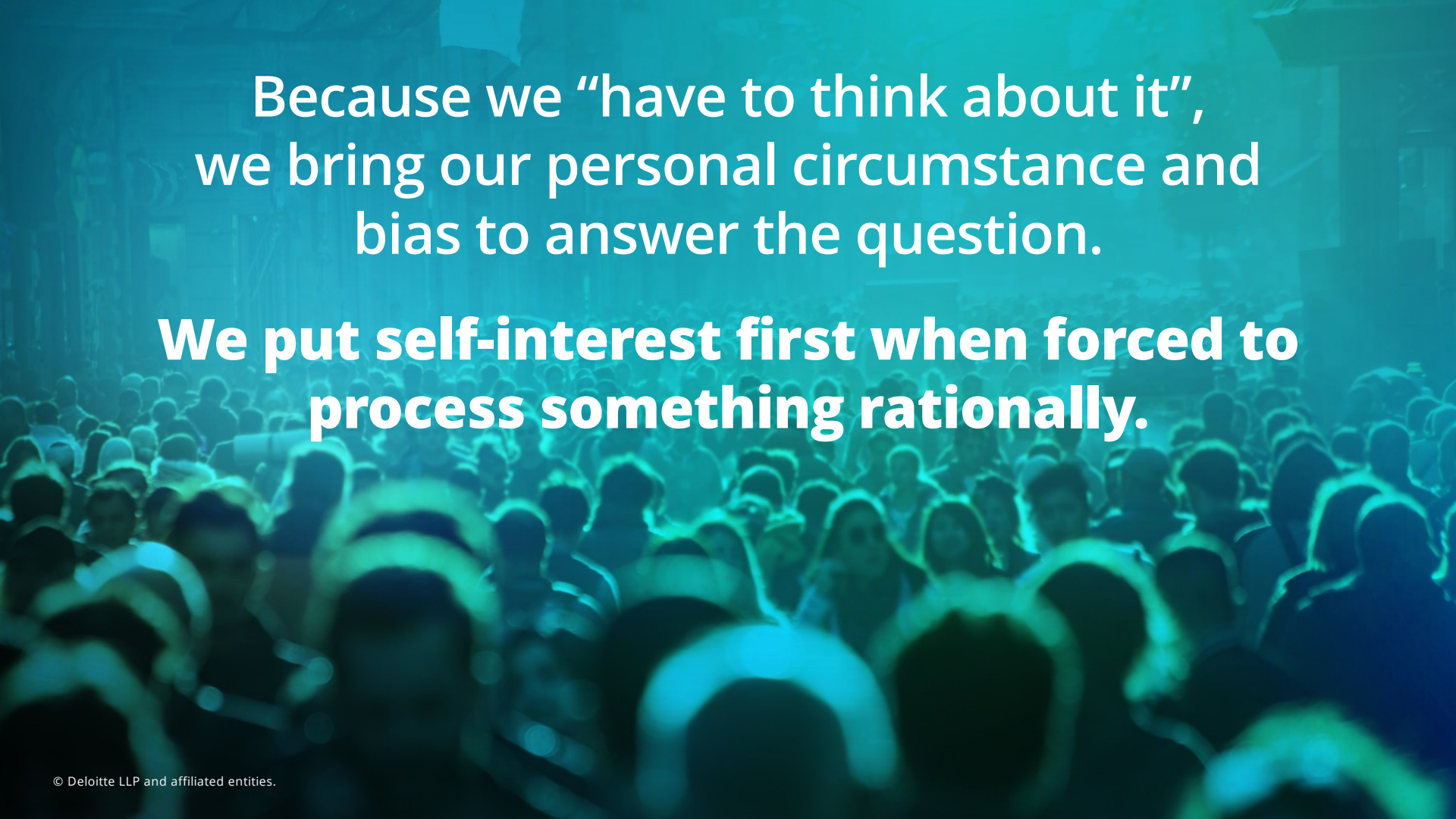
**B: I disagree**

Survey Question:

**I think we should  
cut spending on  
education  
to increase our  
spending on  
national defense**

**A: I agree**

**B: I disagree**



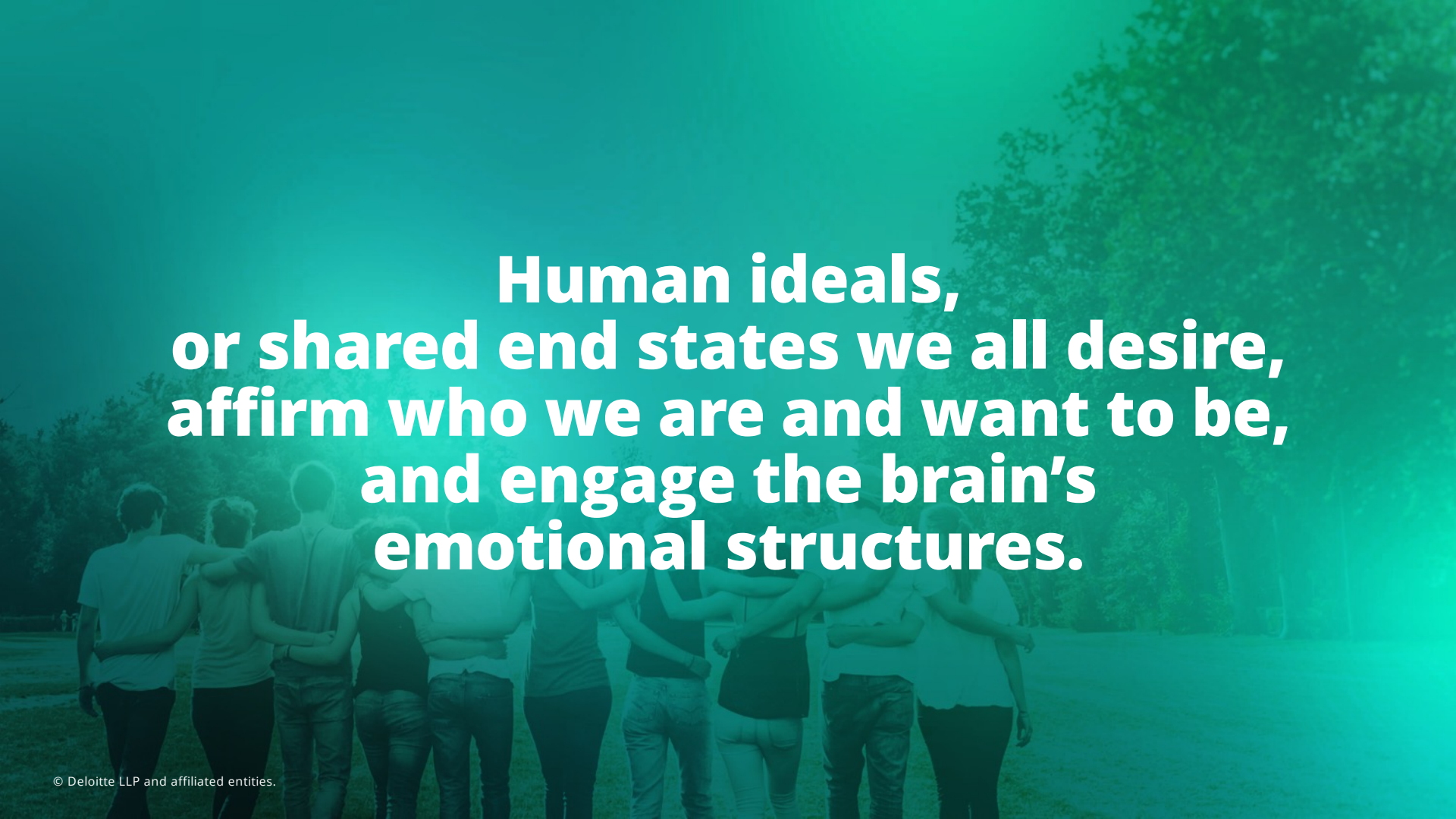
Because we “have to think about it”,  
we bring our personal circumstance and  
bias to answer the question.

**We put self-interest first when forced to  
process something rationally.**



**Ethics is both the end state  
we desire and the virtues or  
character traits needed to guide  
our lives toward that good.  
Ethics defines principles for  
the good, and the right.**

*Aristotle's Ethics,*  
Stanford Encyclopedia of Philosophy, 2001

A group of approximately ten people is standing in a circle outdoors, seen from behind. They are in a grassy area with trees in the background. The entire image is overlaid with a teal gradient. The text is centered over the group.

**Human ideals,  
or shared end states we all desire,  
affirm who we are and want to be,  
and engage the brain's  
emotional structures.**

Survey Question:

**I feel that  
*equality –  
fairness & equal  
opportunity*  
is important**

**A: I agree**

**B: I disagree**

Survey Question:

**I feel that  
*family security –  
taking care of  
loved ones*  
is important**

**A: I agree**

**B: I disagree**

Survey Question:

**I feel that  
*freedom-  
independence  
and free choice*  
is important**

**A: I agree**

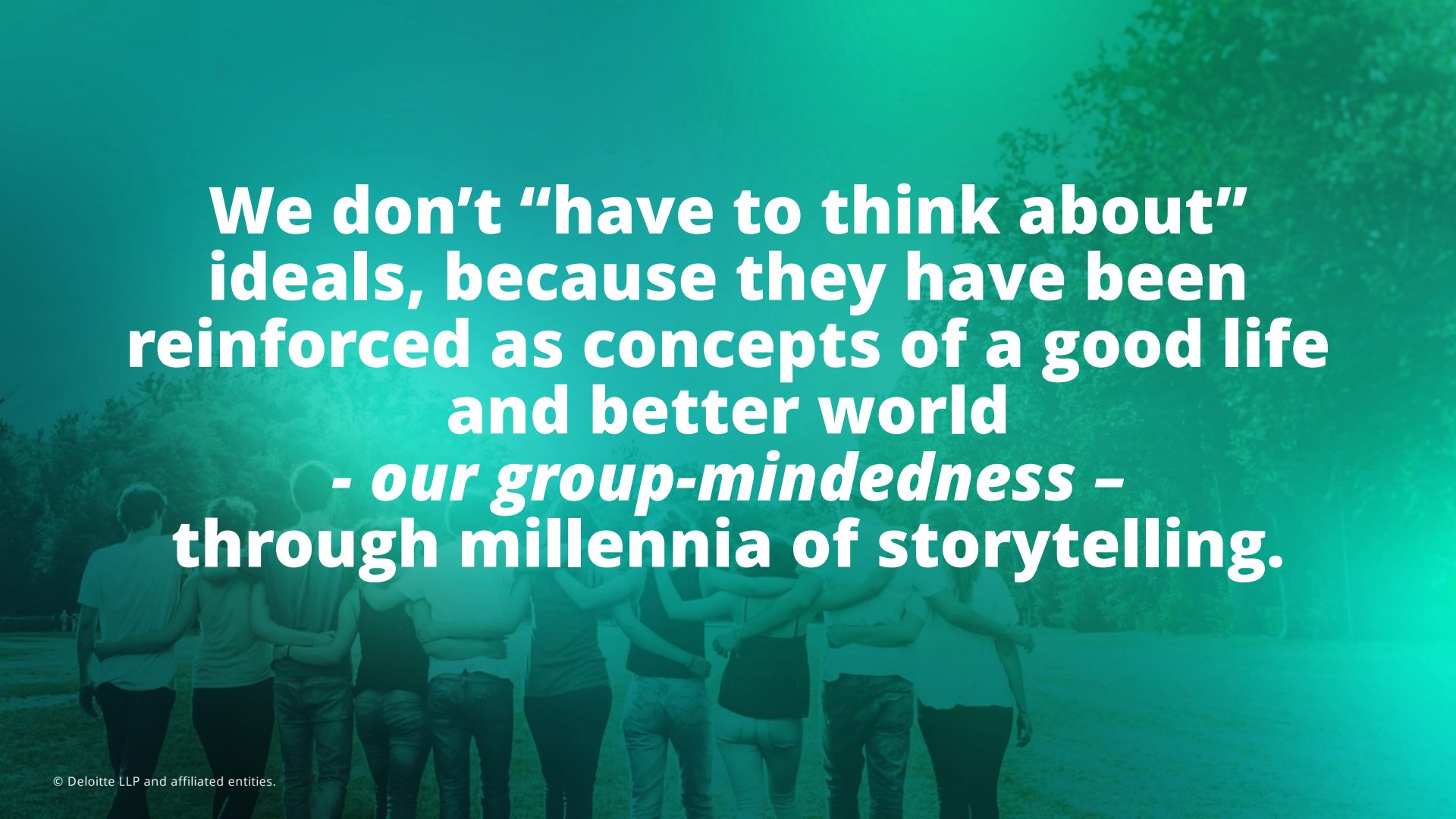
**B: I disagree**

Survey Question:

**I feel that  
*happiness-  
personal  
contentedness*  
is important**

**A: I agree**

**B: I disagree**

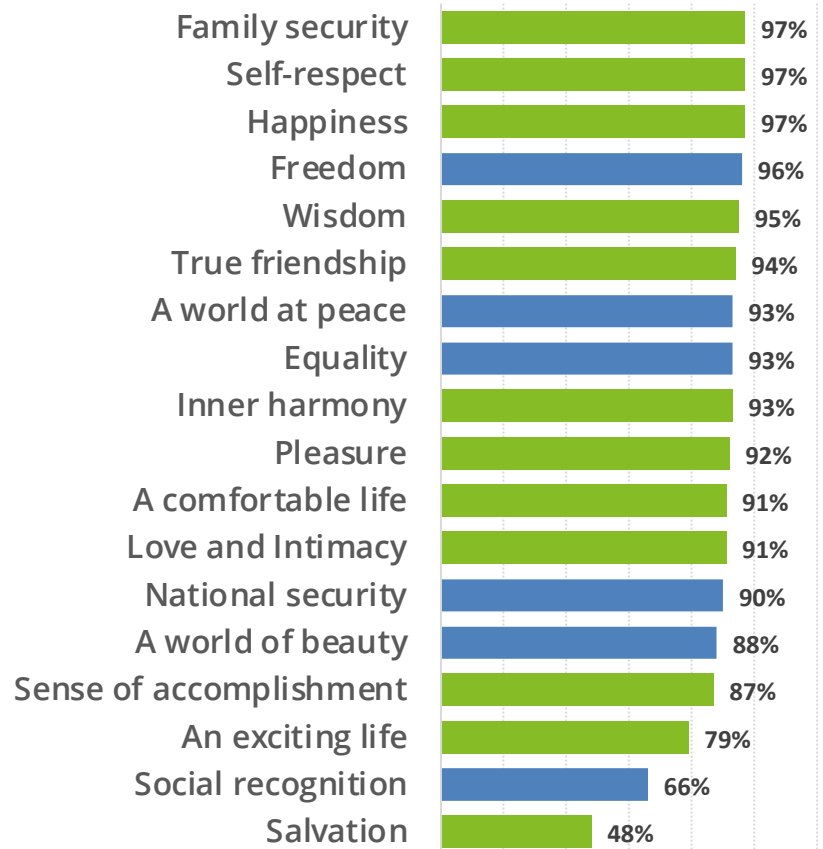
A group of approximately ten people is standing in a line outdoors, facing away from the camera. They are dressed in casual attire like t-shirts and jeans. The entire scene is overlaid with a semi-transparent teal gradient. The text is centered over the image.

**We don't "have to think about" ideals, because they have been reinforced as concepts of a good life and better world - *our group-mindedness* - through millennia of storytelling.**

**Human ideals offer organizing principles around which public and private sector leaders can galvanize disparate groups.**

**These ideals define where people want to go.**

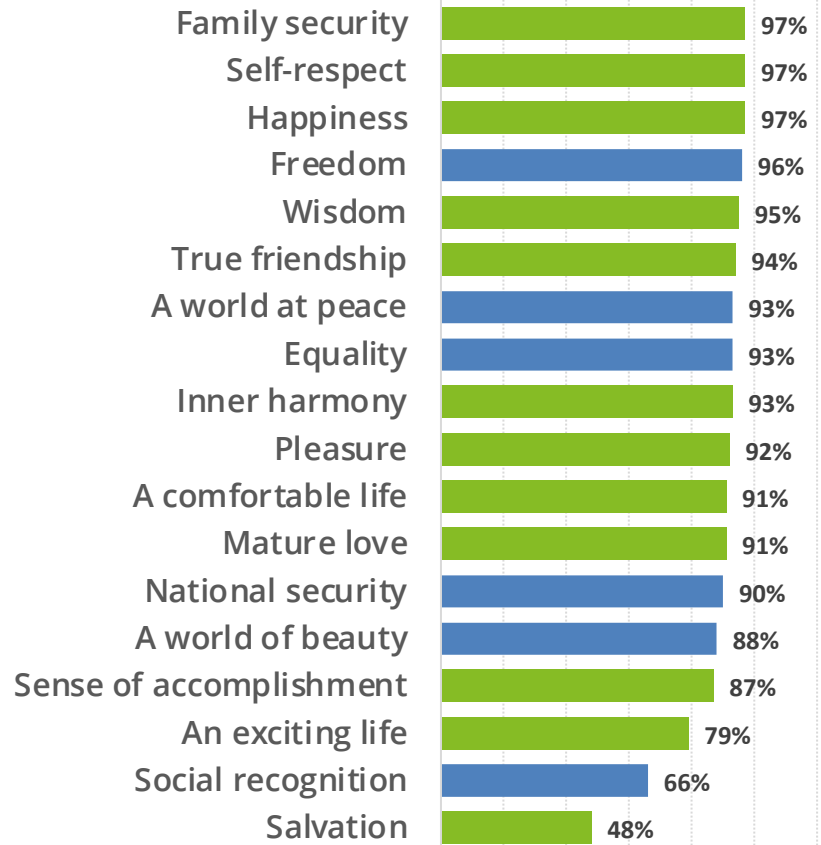
**How can your organization help them get there?**



Source: Angus Reid-Deloitte *Canada's Common Ground*, 2023



**And if you're wanting to create an effective argument on where money ought to be spent, perhaps consider starting with one of these 18 ideals.**



The background is a solid teal color with numerous semi-transparent, colorful bubbles in shades of purple, blue, and green scattered throughout. The bubbles vary in size and are positioned at different depths, creating a sense of movement and depth.

**Ideals are unseen social  
structures that move people.**

Nurture and inspire the human spirit – one cup, one person, one neighbourhood at a time.



When you reach the end of your rope, tie a knot in it and hang on.



Franklin D. Roosevelt

*Self-Respect*

The ones who are crazy enough  
to think they can change the  
world are the ones who do.  
Think Different.



Whenever I hear anyone arguing  
for slavery, I feel a strong impulse  
to see it tried on him personally.



Abraham Lincoln

*Freedom*

Your body is capable of great things, if you work at it.  
Just do it.



Be the change you wish to see  
in the universe.



Gandhi

*A Sense of  
Accomplishment*

People shouldn't have to take 30-hour bus rides to visit the ones they love - it should be affordable for everyone to fly.

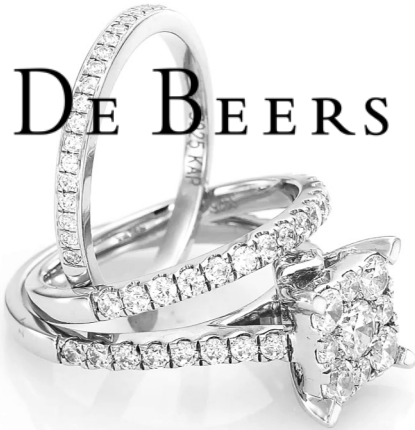


Yes We Can.



*Equality*

People can be bound together  
for life, if they choose to be.  
A diamond is forever.



Love is all you need.



John Lennon

*Love &  
Intimacy*

The background is a solid teal color. Scattered throughout are numerous spheres of varying sizes. Each sphere has a color gradient, transitioning from a light cyan or green at the top to a darker blue or purple at the bottom, giving them a three-dimensional appearance as if they are floating in space.

**Ideals are like gravity  
to humanity.**



**With a sense of common ground,  
ideals we share for a good life  
and better society,  
we can confront the issues  
we face and walk forward  
together.**

**We want a good life  
and better world,  
and will throw our  
energy behind those  
people, institutions  
and companies  
we believe  
can get us there.**

