

The Graves Model and its application in coaching

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This article refers to the application of the Graves Model in coaching.

We focus on:

1. What is the Graves Model?
2. Which are the origins of the Graves Model?
3. Who are the most important representatives of the Graves Model?
4. How can the Graves Model be used?
5. Our application of the Graves Model in coaching.

1. What is the Graves Model?

The Graves Model is a diagnostic and intervention tool conceived for the development of the wonderful potential in individuals, groups, companies, organizations, and nations. It explains the classical changes in values, understanding and behaviour in the cultural history of mankind. This change, which took place over thousands of years, has evolved even faster in the last 100 years. The Graves Model provides insight into the structure of this change and into ways of supporting peaceful change processes and can be used as a tool for anticipating, supporting and accompanying future human and social developments. It is fascinating that these processes can be found both on the micro level of socialisation of individuals and on the macro level of entire nations. In its core, the Graves Model states that specific value systems have developed as a reaction to certain living conditions, which control human understanding and behaviour as perception filters and explanation templates. As living conditions develop, so does interpersonal understanding and behaviour. It is as if on each Graves level a wider range of the infinite human potential is activated and made available for both the individuals as they increase their range of thinking options, their understanding and courses of action, and mankind. The Graves Model deals with the development of the positive human potential on all levels.

Graves level 1: Hunters & gatherers dedicate themselves to health and body needs



On the first Graves level people perceive life as hunters and gatherers. The living conditions require a focusing on the fulfilment of natural, basic, physical needs. Eating, drinking, sleeping, health and survival are at the centre of perception, of explaining the world and of behaviour. As long as there is enough for everyone and as nature offers pleasant living conditions, people can live peacefully as hunters and gatherers. If tempests, cold snap, volcanic eruptions, diseases and other natural phenomena threaten life, the need to exert influence develops. That seems to be possible only in union with others.

Graves level 2: Tribes with chieftains & medicine men affect forces of nature



This need to manipulate natural powers leads to the second Graves level of tribes with chieftain, medicine man and magical rituals, to influence threatening natural phenomena. While the first Graves level of hunters and gatherers was rather „I“-centred, the tribes’ focus is on „we“. Common magical rituals shall soothe the gods of nature and protect against threatening natural phenomena. On this stage, the living conditions lead to values like: affiliation, faith in the gods of nature, magic, subordination, etc.

The perception filters stem from the belief that magical forces and rituals protect against threatening forces of nature. In a tribe one must subordinate and it may happen that the medicine man and the chieftain take more rights for themselves than they accredit to other tribe members, leading to frustration and discontent with the dominant conditions. Subordination under tribal rules means also suppression of feelings. As a consequence there is an impulse of the „Self“, which does not want to subordinate to the tribe and tribal opinion.

Graves level 3: Power & self expression, survival of the fittest, law of the jungle, Self



The third Graves level with the basic topic of “power & self statement” develops due to the living conditions which make the physically stronger loners and daredevils, who follow their tempers and feelings, prosper. Maximum immediate need satisfaction is located in the centre now. The supremacy of the strongest becomes generally accepted. The doctrine of the survival of the fittest. Everyone is mainly concerned about themselves. Instead of medicine men and chieftains who govern with magic and spells, there are heroes and leaders now who prevail by power and force. Cowboys and gunmen brutally conquer the Wild West, robber barons and gentry prevail by fear and force, Attila and Alexander the Great conquer the world; wars, raids and assaults are the natural rights of the strongest.

Graves level 4: Order, rules, separation of powers, parliamentarianism, constitutions, bureaucracy, and self sacrifice



The majority of humans regard dangers caused by the third Graves level as threatening. They incorporate and enter contracts and oaths and set up strict rules. At the kings’ courts, courtly behaviour (courtliness), good customs and manners are highly valued (see Norbert Elias). Kings govern over “divide and prevail”. Humans learn to moderate their spontaneous feelings

and impulses. Moral and ethics develop. Kings and robber-knights are replaced by democracies with extensive legal constitutional texts and bureaucracies. The separation of powers and the end of self-administered justice serve to pacify human interactions.

Graves level 5: Industrialization, capitalism, science, success orientation, self-optimization



The taming of feelings on the fourth Graves level created a situation with civilized, polite people who accept living by the clock and are suited for the industrial production process and the division of labour. From this development stems the need for exploration of nature and technology, for self development and the conquest of a place in society. Self made instead of by birth right are the key words here. Science investigates the laws of nature and invents machines for factories. The capitalist enters the world stage and uses the discoveries of natural science for mass production and assembly line

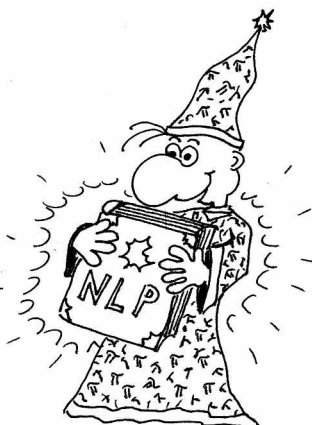
work to increase their capital and wealth. The person who makes the most money and who has the greatest success is famous and respected. Money governs the world. Lobbyists influence statesmen and try to change democratic regulations and laws for their interests of profit. That reduces compassion, makes life consumer-oriented and promotes egocentric thinking and behaviour. The production would be sufficient to provide food for the populations of the world, and nevertheless innumerable children die from hunger and treatable diseases.

Graves level 6: Vietnam veterans, the 1968's APO, New Women's Movement, group self



Committed groups of young people suddenly begin to discuss questions regarding the meaning of life again. Should the increase of capital really be everything? Isn't a happy, fulfilled life in community, with mutual thoughtfulness and emotional understanding, much more important? What does it actually mean to be a human being? Young humans feel well, in the intoxication of hypnotic music, expressive dancing and drugs that change consciousness (e.g. musical Hair). Emancipation, self experience, problems with relationships, sex, New Age and insight move into the focus of interest. Sensitivity for others and the respect of the others' opinion lead to a strong subjectivism and relativism.

Graves level 7: Integral & being motivation, self integration



Ken Wilber designates the wrongly understood subjectivism and relativism of the "boomer" generation and people at the stage of the sixth Graves level as the most difficult blockade in the advancement. It is typical for people on the sixth Graves level to regard themselves as being at least on the seventh Graves level or even higher. Whereas the sixth Graves level is characterized by a lack of motivation, at the seventh Graves level, the motivation of being and positive integration of the first six Graves levels begins. A further development of the human potential requires the healing of the first six Graves levels. People on the seventh Graves level love to give, to communicate and to promote the positive aspects of this stage in their interactions with

others. This attitude requires a reflected, positive and flexible handling of most substantial topics of the lower six Graves levels: Health & body (Graves 1), magic & enthusiasm (Graves 2), feelings & self expression (Graves 3), order & discipline (Graves 4), success & curiosity (Graves 5) and sensitivity & thoughtfulness (Graves 6), as well as an open-mindedness for the higher Graves levels with topics like: Global & Integral, Self-holistic (Graves 8) and Non-dual & Transcendental, Self-transcendence (Graves 9).

We essentially discuss only the first seven Graves levels here including elements from the eighth Graves level „Holistic & Integral“ and the ninth Graves level „Transcendental & Non-dual“ within the seventh level. That is connected to the fact that the big development in the Graves Model, as well as in Abraham Maslow’s hierarchy of needs, refers to the transition from lack of motivation to self-motivation. This change takes place between the sixth and the seventh Graves level. While substantial changes with shifts in values are initiated in the lower six Graves levels because of a lack of security (change 1 to 2), self expression (change 2 to 3), monitoring systems (change 3 to 4), success (change 4 to 5) and community (change 5 to 6), the seventh and higher Graves levels focus on self-motivation, sense of life, spirituality and the dissolving of blockades from the lower 6 Graves levels. Self-motivation refers to human beings doing something because they are happy to do it, without thinking about achieving anything by it. For them, it is so motivating in itself, providing desire and joy, that no external incentive is needed. For these people, it is an internal need to work on it, completely generously. Only few individuals worldwide are known by now to be beyond the seventh Graves level. The stages above seven show a trend of development and give hope for the further development of the wonderful potential residing within humanity.



A human being on the seventh Graves level is able to appreciate and to live the positive aspects on any of the six lower Graves levels. Like a dolphin, he enthusiastically surfs through all Graves levels and feels naturally at home at any of the stages. Therefore, Dudley Lynch designated this seventh Graves level as the dolphin stage and people at this stage as Homo Sapiens Delphinus.

Each Graves level has its topics, values and positive ideas. If the topics and values pertaining to one level are completely unfolded, limitations for the further development of the human potential become apparent. Human beings then begin to long for the values of the next Graves level.

From hunters and gatherers (Graves 1) to tribes (Graves 2), to heroes (Graves 3), it took approximately 500,000 years of history since the use of fire.



The evolution of the fourth Graves level with contracts, rules, taming of emotions, orders, civilized polite behaviour and completion of self law, as it becomes especially clear in democracies, has just developed within the last 2000 years.



Industrialization (end of eighteenth century), technical science and capitalism (Graves 5) are only approximately 200 years old.



The sixth Graves level with the movement of the 1960s, (New) Women’s Movement is only 42 years old today



the Vietnam veterans and the (2010).



The seventh Graves level, which is also called Internet generation, technically begins with the introduction of the www-service in 1993. Free access to infinite knowledge on the Internet at any place and any time and the new possibilities of self-portrayal (Blogs, Flickr, Plazes) and virtual contact between people (Chatrooms, Skype, video conferences, Facebook, Xing, Twitter) develops and completely changes the self-conception and living together. Since 2002, this is discussed on the Internet under the term “web2.0”.



Of course there have always been outstanding and wise individuals who already lived on the levels of stages seven and even above. Therefore, Clare Graves, who died in 1986, could already describe stages seven and eight, even when those stages were not attained by larger groups at that time.

The development can be foreseen to a certain extent and is already realized within single individual people before becoming social consensus reality within the majority.

Whereas some people still feel comfortable on the most common Graves levels bureaucracy/democracy (Graves 4), science/success (Graves 5) and community/subjectivity (Graves 6), doubts arise in others, and the need for self-motivation/integral (Graves 7) holistic/global (Graves 8) and transcendence/non-dual (Graves 9) develops.

Coachee-oriented coaching also reacts to the coachee’s environment, to his doubts, his needs and hopes. It meets him at his own level and accompanies him on his way effectively and efficiently. The Graves Model supplies an outstanding framework for recognizing the coachee’s current concept of values and the concept which he strives for.

2. Which are the origins of the Graves Model?

Professor Clare Graves (1914-1986) developed his “theory“ of the “Graves Model “in the 1950s. It constitutes an advancement of the famous hierarchy of needs, which leads from lack of motivation to the motivation of being and was presented by Abraham Maslow in 1954.

After pursuing studies for several years concerning questions like: „What is a psychologically mature adult?“, „What is the purpose of life?“, „What is self implementation?“, he discovered the connections of the Graves Model in September 1961. He called it „The Emergent, Cyclical, Double-Helix Model of Adult Biopsychological Systems. Development“.

While doing his test rows, he noticed in 1959 that some of his test persons asserted that they have emerged over Maslow’s final stage of self implementation in his hierarchy of needs. Whereas they were fully convinced some years before that the final stage of Maslow’s description of his hierarchy of needs completely applied to their conception of mature adults, they had moved beyond it in the meantime.

When Graves further developed Maslow’s teaching that „self implementation“ was the end of human development, he found his upward completely open system of human development thanks to the results of his long-term surveys.

On each Graves level specific living conditions determine the feelings, motivations, moral and value conceptions, degrees of neurological activation, training systems, convictions, view of mental health, view and preferences of management, education, economic and political theories and practices, etc., of people.

Clare Graves was also in contact with Abraham Maslow, who, advanced in years, understood and accepted the Graves Model in his discussions with Clare Graves as a further development of his

hierarchy of needs. A book by Clare Graves concerning the Graves Model was never finished; there are only several specialized publications about it by Clare Graves starting from 1959.

3. Who are the most important representatives of this model?

In the field of NLP, the Graves system was introduced by **Wyatt Woodsmall** and **Tad James** in their book „Time Line“ in 1988 on six pages (p. 205-210). Since that time it is part of the curriculum for the training for NLP trainers in some international NLP associations.

In 1993 **Dudly Lynch** used it in detail as a baseline for his book: “Dolphin thinking“ in the context of his “dolphin strategies“ and wrote approximately 100 pages about it.

The two pupils of Clare Graves, **Don Beck** and **Christopher Cowan**, further developed the Graves system under the name: “**Spiral Dynamics**“ and comprehensively presented it in their identical book on 331 pages in 1996.

Since 2000, the great philosopher **Ken Wilber**, who also established the *Integral Institutes* for the acquisition of the realizations of mankind in all scientific and cultural fields, has used the Graves system in his publications. First in the books „Integral psychology“ (2000) and “Holistic acting“ (2000), and then dedicated a whole novel to this system: „Boomeritis“ (2002 with 457 pages and approximately further 500 pages in addition on the internet).

4. How can the Graves Model be used?

The Graves Model can be used e.g. as a diagnostic tool, as a presentation form, as a rapport to recognized group values, as a method of organizational development, for coaching and for the conduct of negotiations between individuals, groups, companies, and nations (mediation).

Examples

- If e.g. a coach comes into a company, he can already tell by the outward appearances whether everything is regulated, completely formal and bureaucratic order prevails (stage 4 blue) or whether showing off status symbols denote wealth and orientation for money (stage 5 orange), or whether there are many hints showing that humans enjoy being there and that opportunities for conversational exchange and dwell exist (stage 6 green). According to this first diagnosis, he can already adjust himself to his conversation. Also the way of introduction, the first contact and the first words hint, which of the stages the other one belongs to or at least which of the stages the other considers to be appropriate in this situation.
- If a coach welcomes a new client, he can quickly assess the stage where his client is at by the first words of the latter and the description of his goals. If the coach does not react appropriately, mismatching arises and the client will not feel comfortable.
- If a coach introduces himself to a group, the experience shows that it is helpful to include aspects of each stage in the presentation in order to make sure that all participants feel addressed. At the same time the coach can observe how the participants react to each stage and emphasize the stage which is best understood by the participants, in his presentation.
- If questions are asked from the audience, the coach can tell on which stage the person asking a question will best understand the answer and adjust to that stage.
- An important part of the knowledge of coaching is that a client or a group cannot just skip one of the Graves levels. If a coach's client is a bureaucrat, then the coach will invite him to take small steps and thus develop a success orientation on the next level. That is completely appro-

priate for him. Maybe he is also interested in dolphin-like crossings beyond the boundaries, or in global thinking. As long as he does not climb the stairs step by step, there is danger for him to trip over, and then the coaching fails.

- The NLP trainer Mona Vogel von Stöger and partner in Munich (www.stoegerpartner.de) has already used the Graves method for several years for organizational development. She first explains the Graves levels to the business participants and then lets the participants diagnose with the point method of the meta-plan technique where they are at themselves, where their subordinate co-workers and their superiors are. Then she works with the participants on how the next stage can be realized NLP-ecologically within the company.
- When preparing a speech, it is helpful to integrate some elements from each Graves level. While presenting, it is worthwhile to activate the non-verbal possibilities of expression belonging to the respective element. That animates the lecture, attracts the listeners and addresses them on a very deep level. Depending on the audience, one goes only one stage further than the stage on which one estimates the audience to be.
- The International Association of NLP Institutes (IN) is structured on the seventh Graves level and higher. That means e.g. that those having the broadest information and the highest insight into a topic make decisions concerning this topic, instead of an often quite uninformed Graves-4-majority, as is typical of German registered associations. Also the 1st NLP World Congress in Berlin/ Potsdam in 2006 was organized on the basis of the Graves levels by the IN and the ICI, there was e.g. a spirited training in the first Graves level which was given to all participants during the first 20 minutes, then 75 minutes with parallel workshops which were related to it, then there were 20 minutes of training in the second Graves level, and afterwards again 75 minutes with parallel workshops referring to that, and so on through all of the first seven Graves levels.
- If different nations with different value systems negotiate with each other, it helps to know these differences well and to consider them appropriately during the negotiations. Also, within the field of development assistance there are sometimes passionate development workers from the sixth Graves level who meet societies with high corruption and readiness for violence on the third Graves level. All ways of talking do not help the development assistance at this point. First, the introduction of strict rules and sanctions on the fourth Graves level is needed, afterwards success reward systems, which correspond to the fifth Graves level can be implemented, and only then team development on the sixth Graves level becomes possible. Development workers who know about that can prevent much frustration this way and bring in their assistance much more effectively for all involved parties.
- The lawyer and mediator Ulrike Hinrichs presented the application of the Graves levels to conflict management in mediation for diagnosis and intervention in her very recommendable article “Blau ist reif für mehr Grün! Recht und Mediation auf den Gravesstufen”, in *Kommunikation & Seminar*, October 2006, p. 41 ff, www.verhandlungsraum.de

5. Our application of the Graves Model in coaching

Central topics of mankind, which play a substantial role in the development of the human potential and are also significant in the socialisation of each individual human being, can systematically be reflected and used in coaching.

Our experience confirms that the topics of the Graves levels as experienced in life and paired with a thorough reflection are very helpful for the realization of healthy ecological success and satisfaction in life. Topics like the handling of health (Graves 1), happy moments in life (Graves 2), self expression (Graves 3), order (Graves 4), goals (Graves 5), community (Graves 6) and being moti-

vation (Graves 7) are key to inspiring success even in larger frameworks. In this sense, we understand coaching as a process of reflection with concretely realizable step-by-step procedures for the development of the wonderful potential in human beings with consideration of the systematic effects (NLP ecology). Of course, there are also proven NLP methods, like e.g.: "Circle of personal excellence", "Was that the intention of your communication?", "1.2.3. Position", "New Behaviour Generator", "Logical Levels Alignment", "TimeLine", "RelImprint", "Change Belief Cycle", "Core Transformation", etc.

The key questions of the Graves levels represent the larger frame in which such NLP methods are optimally and purposefully applicable.

If e.g. a person has lost his magical potential of the uniqueness of enriching communicative moments (Graves 2) in his job success, it is a most likely consequence that he experiences his work as dull, annoying and boring. Consequently, he can cause, completely unintentionally, financial and sanitary damage and various and unnecessarily conflicts for himself and his colleagues. With knowledge from the diagnostic and intervention tool of the Graves Model coaches can purposefully support their coachee to activate their inner potential for experiencing inspiring communicative moments and to constructively contribute to the solution of various conflicts.

The reflection about professional situations in which the coachee has experienced similar things, about a possible recurrence of such a situation and the steps the coachee would have to take in that case can be considered as as great progress in the coaching. The use of NLP methods supports this process of activation and implementation of the necessary potential in everyday professional life.

The basic diagnosis and intervention are done via the Graves Model. NLP or other coaching methods refine and increase the effectiveness of the coaching process.

At first contact we pay attention and can tell on which Graves level our coachee presents himself, on which Graves level he formulates his challenges and which Graves levels he has not mentioned.

At the beginning of the coaching process we, as NLP coaches, build up rapport with our coachee on the value level of the logical levels by Robert Dilts, when we ask him for his coaching goal and for the things which are especially important to him. That helps us to easily understand the Graves levels presented by the coachee, to understand his internal world (map) and to meet him at the point where he is.

At this level we normally do not need to support a coachee who shows himself as being on the logical levels (environment, behaviour, abilities, values, identity, vision) as Graves 4. He is correctly dressed (environment), behaves politely (behaviour), makes understatements on the description of things he can do (abilities), loves rules and timeliness (values), regards himself as a fair, truthful human (identity) and dreams about all humans living well and peacefully together as stipulated by the Golden Rule, to treat others as one would like others to treat oneself. In a hierarchical-bureaucratic work field with regulations and instructions for everything, people get along with this basic attitude. Challenges arise on the next Graves level, which, being success- and achievement-oriented, requires individual endeavour and the incentives of which are status symbols and money (Incentives). Should he get involved in this new way of thinking and this new point of view? Can he trust it? May he afford it? Was everything wrong, the way he has lived so far?

If a coach knows the Graves Model, he can accompany and support a coachee with the challenges of the transition from Graves four to Graves five. Even if Graves five is possibly not particularly pleasant to you as a coach, as your development positions you on Graves six, where team orientation and thoughtfulness regarding the existential orientation of others are considered to be most important (some erroneously call it systemic thinking), your personal references are irrelevant in the context of professional coaching.

If your coachee goes through a crisis of transition from Graves four to Graves five in his field of work, then you accompany him in this process. This clarity is part of your professional communicative coaching competence. The Graves Model helps you to know which elements are important at the next step of coaching. And if you accompany and support your coachee successfully in this process, then he will perhaps come back two years later, because in the meantime he has come to work in a New Economy Company, and the casual way of interaction challenges him to pass from Graves five to Graves six.

If a human being lives Graves six in his partner relationship and small family, has structured his work field on Graves five and holds on to the Graves-four-tradition in meetings with old schoolmates, then he might get along with it for quite a while as this different personality aspects are activated according to the context. If he takes his partner to a meeting with his old schoolmates, she will perhaps be surprised about his behaviour and if he lets his children absolve an internship in his company, it possibly leads to exciting discussions, which might result in a midlife-crisis.

What is correct now? Who is he? Why doesn't his partner feel at ease with his old schoolmates (Graves 4)? Why do his children criticize his successful style of leadership (Graves 5)? How come that they say they do not recognize him? Should he pay more attention to Corporate Identity in his company enhance the sense of community and team development (Graves 6)? Should he maintain his old school contacts and relations more goal-oriented, more effectively and more efficiently (Graves 5)? Should he open up in his partnership and deal with his secret aspirations for happiness, flow and liberty (Graves 7 and higher)?

Having the Graves Model in mind you can enjoy surfing like a dolphin on these waves of questions and help your coachee understand the underlying logic of the areas in which he asks you for support. The Graves Model gives you the large framework. Coaching intervention techniques, like the already mentioned NLP methods help you with the implementation.

From our experience in using the Graves Model by Clare Graves and the integral thinking of Ken Wilber, we have developed trans-questions for coaching. „trans“ thereby refers to Ken Wilbers distinction between pre-rational (Graves 1-3), rational (Graves 4-5) and trans-rational (Graves 6 and higher) accompanying the transformation process from problems to solutions. For a coach on stage seven the typical “seventh-competence” consists of the fact that he knows the positive elements of the Graves levels one to six and can promote them from a trans-rational attitude.

The following trans-questions concerning the Graves levels one to six present an enormous potential for the development of Graves level seven and for coaching processes in general. We made very good experiences with these questions and were able to channel some challenging situations during coaching sessions into wonderful and deep realizations.

Last if a coaching process gets into a repeating loops, it is worth to investigate whether there are barriers in one of the first six Graves levels. Didn't the coachee pay enough attention to the signals of his body and his health (Graves 1)? Did he lose the enthusiasm for the magical uniqueness of interpersonal encounters or living nature (Graves 2)? In what way does he live his self expression and is he in contact with deep, genuine feelings within himself (Graves 3)? Did he develop an external order, which provides sufficient security thanks to rules and discipline (Graves 4)? How alive and fresh are his goals and his curiosity to investigate things in depth (Graves 5)? Which instinctive feeling with and thoughtfulness for other humans did he develop as a psychosocial competence in order to promote harmony and community (Graves 6)?

Our experience shows that if someone excludes one of these stages of development from his life over longer periods of time or if he has never cultivated one or several of them, he will sooner or later have to deal with conflicts and crises both in his psychological inside he and in his external interactions.

Therefore, we recommend to use these trans-questions in a creative, flexible and appropriate form in the coaching process. We provided some simple examples of how someone can easily access to the respective range. The reflection of the six ranges is very helpful regarding special challenges (problems) and possible solutions alternative.

Trans-questions to Graves level 1 (beige, hunters & gatherers, body & health): How do I deal with my body? How do I listen to its signals? What does health mean to me? Which contact do I have to nature and to my vital needs? How do I gather my energy? What means do I have to sharpen my senses?



e.g.: Rubbing hands and placing them on the eyes, tapping body, following breath for 3 minutes, yawning/ stretching/ lolling & enjoying, shaking/ vibrating/ sound in addition, showering hot/cold, ...

Trans-questions to Graves level 2 (violet, tribe & medicine man, magic & rituals): What access do I have to the magic and fascination of life? How can I discover in others the wonderful aspects of their being? Which rituals can I use to intensify my interactions? How can I honour my ancestors?



e.g.: Seeing the potential in others, looking into the eyes of others and losing oneself briefly in them, watching children or animals in a fascinated way, following one's own intuition spontaneously, ...

Trans-questions to Graves level 3 (red, knights & heroes, feelings & self expression): How can I use deep experience of my powerful internal centre for my life? What access do I have to my love for life, joy and enthusiasm? How can I realize intensive internal impulses, without displacing them, without harming others, only creatively in a conscious flow? How are power, energy and self-control connected for me?



e.g.: Observing anger/ rage in an amused and affectionate way, yelling under a drawbridge, knowing: „I create my feelings by myself“, enjoying substitution actions consciously, ...

Trans-questions to Graves level 4 (blue, bureaucrats & monitoring systems, ethics & order): Which internal and external order keeps me grounded in my life? How deeply have I reflected the rules to which I adhere in my life? Which rewards do I expect in the future? Where in my life can discipline help me? The adherence of which special rules do I expect from people around me?



e.g.: Applying discipline for decisions from 1-3, intensively clearing something up, following a rhythm, planning something to the very detail, writing down my rules, diary, ...

Trans-questions to Graves level 5 (orange, capitalists & scientists, success & curiosity): Can I enjoy and celebrate success? Which scientific connections between nature and technology fascinate me? May I be a winner and be happy about it? How do I gain a benefit from fair competition with others? Where in my life do I appreciate boundaries?



e.g.: Bringing measurable successes into everyday life, really wanting

to know something and finding it out, experimenting with ones own boundaries, rewarding oneself, ...

Trans-questions to Graves level 6 (green, 1968s & Women's Movement, community & thoughtfulness): How, when and where do I enjoy an equal community? How can I accept others as equal and also communicate this clearly? How important are harmony and justice for me and what do I do for it? How do I distinguish spirituality and consensus reality?



e.g.: 5 minutes of daydreaming of beautiful conversations, listening to someone attentively and really understanding him without giving advice, putting oneself into the others´ position, ...

These trans-questions referring to the Graves levels one to six can be used for all purposes. It is as important to integrate positive advantages of each Graves level in organisational development (OD) and Corporate Identity development (CI) as in team development, group coaching and single coaching and last not least also in your personal life.

Therefore you can also use our Graves Diagnosis Instrument (GDI) for determining the characteristics on the Graves levels one to nine (G1 to G9). The alteration between the sixth and the seventh Graves levels are also discussed as an important quality step from stage 1 (1st tier) to stage 2 (2nd tier) as it is considered to be the change from a lack of motivation to an abundance of self-motivation. Graves level seven has the main function (at least in our Nielsen-interpretation of the Graves levels) to cultivate the positive aspects of the Graves levels one to six and to integrate them on Graves level seven.

Graves Diagnosis Instrument (Nielsen-GDI-1)								comments
	-3	-2	-1	0	+1	+2	+3	
G1								
G2								
G3								
G4								
G5								
G6								
G7								
G8								
G9								

Personal development is pursued on all Graves levels. Any missing integration of a Graves level leads to a shift of the positive aspects of that stage into the negative. Interferences and disabilities creep in; in companies, teams, relationships, mediation, in therapy and in coaching.

With this article we invite you to make your own experiences with it.

If you coach companies (as well as self-employed people) in their development (OD/CI), you can pay full attention, if: G1-energy, G2-magic, G3-self-consciousness, G4-structure, G5-success and G6-community are unfolded in an appropriate positive proportion in the company and how these levels systemically create G7-synergy all together.

In teams you can pay attention to who employs which aspects in a positive way in the team work or whom you can coach in order to help him transform negative variations into positive ones.

In single coaching you can support executives to unfold their full potential and to solve occupational challenges (problems) on the basis of the awareness of the Graves levels. Of course we also recommend you to enrich your own life by a progression with the help of Graves and to enjoy your life as a G7-expert (self-coaching).



We wish you good luck and success with the application of the Graves Model and we are looking forward to receiving your feedbacks.

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