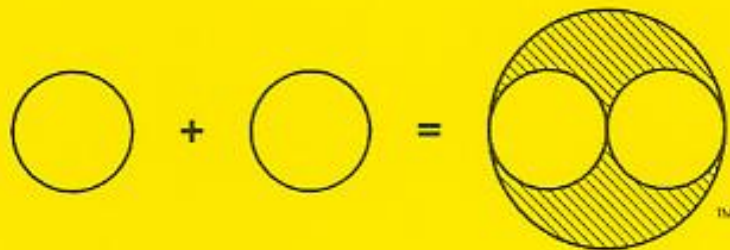


**1 + 1 = 3**<sup>TM</sup>

*An Emerging Paradigm  
For The 21<sup>st</sup> Century*

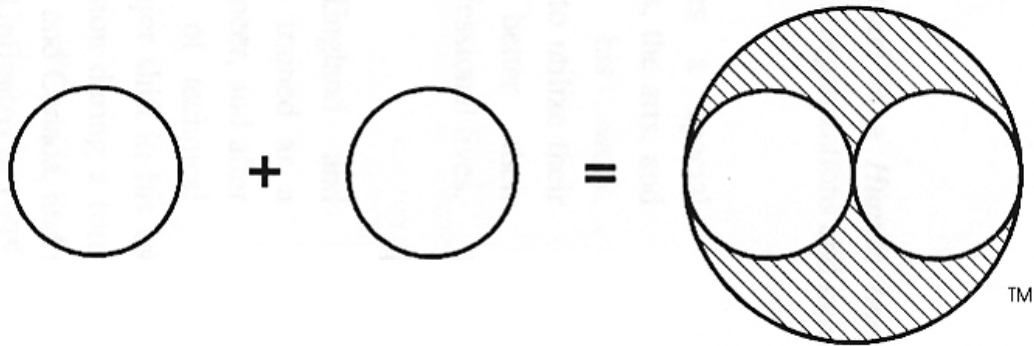


*Shahriar Shahriari*

*This book is dedicated to  
the Creator within you.*

$$1 + 1 = 3$$

*An Emerging Paradigm  
For The 21<sup>st</sup> Century*



*Shahriar Shahriari*

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$$1 + 1 = 3$$

In this process of our joining, in our combined efforts at co-creation, I put my quarter share in and you put yours, with complete joy and ecstasy. And then we waited.

We waited for the joining of the two quarters. We gave all that we had, but somehow it was not enough. So we just let go and trust the process. The process that one and one makes three.

And sure enough, the process took over. We watched the new entity being formed. We watched it grow and evolve. We watched it and nurtured it and continued to trust the process. But somehow it always seemed that we needed to do something more. Yet we did not know what, so we let go and trust the process.

Until the moment of birth and manifestation arrived. With mixed feelings, with love and fear, with joy and pain we watched the process evolve into birth. We did not know what else to do, so we let go and trust the process.

And Lo and behold, the new entity was born. Unique, independent, and interdependent. It seemed to have a mind of its own; nay, a life of its own. We were in complete awe of the process.

It seemed that through the process, our two quarters created more than one half. They created one whole. It seemed that something was created out of nothing. The hand of Creator was at work. Yet it all seemed perfectly natural, because that is what synergy is.

The mind of the process creates a whole which is more than the sum of its parts. That is synergistic co-creation. That is God. Yes, one and one makes three.

Shahriar Shahriari  
February 1996  
Vancouver Canada

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*I learned this, at least by experiment;  
that if one advances confidently  
in the direction of his dreams,  
and endeavors to live the life which he has imagined,  
he will meet with a success.  
unexpected in common hours.*

*Henry David Thoreau*

# The Fear & The Promise

*We will simply become victims  
of our own self-destruction.*

As we are moving into the 21st century, it is becoming very apparent that the paradigm of the industrial era is no longer working. We have tried many modifications and corrections to our ways. But so long as we simply try to improve our ways, without changing our perceptions and perspective of our world, sooner or later we are doomed to fail. We will simply become victims of our own self- destruction.

The solution is to shift our paradigm. To embrace a new way of looking at the world and to change our mission in life to something aligned with our new outlook.

This shift will be uncomfortable for many of us. It will also challenge many of our existing values, and almost every one of our established institutions.

But if we choose to make this shift individually and collectively, we will experience very fulfilling lives, personally and professionally, and in all four aspects: physically, emotionally, intellectually, and spiritually.

# Competition

*Every institution and every aspect of our lives is designed around and based on competition. But why?*

In all aspects of our lives, we have strived to be competitive. Learn as much as we could, have the most desirable mate, be the best athlete, drive the fastest or the prettiest, or even the most beat up car, get the best job, get any job, succeed in our work, work hard, work long, marry the best possible spouse, send our kids to the best school We use clichés such as “Life is a game” or “He who dies with most toys wins” and the list goes on.

Our businesses are based on this paradigm. Survival of the fittest! If you stay still, you are dead. David Vs. Goliath ...

Our political system thrives on this. The most competitive candidate wins. The one who gets most votes wins. The country with the best armed forces survives. The richest country wins....

Our media does the same. The first one who breaks the news wins. The more absurd the news the more it sells. The sleaziest wins. The rating system determines success level ...

Even our health care system is based on competition. Let's beat nature at its own game. Let's see how many diseases we can beat. Let's try to prolong life as much as - possible, no matter at what cost, physically (the patient in a comma may stay alive for years,) emotionally (no matter what the patient's family may feel about this,) and of course financially.

Every institution and every aspect of our lives is designed around and based on competition. But why?

# Fixes & Modifications

*... & you will win!*

We have tried many improvements and many modifications. Fixes such as;

- |                          |   |
|--------------------------|---|
| Positive Thinking:       | Be positive & you will win!   |
| Lateral Thinking:        | Look what the crowd is doing, then do something different & you will win!   |
| Contrarian Thinking:     | Look what the crowd is doing, then do the opposite & you will win!  |
| Quality First:           | Provide quality. Serve what the client (or your partner, your child, your friend) wants with quality, & you will win! |
| Metaphysical Techniques: | Visualize, affirm, desire, ask, believe & you will win!   |
| Spirituality:            | Be more spiritual, and more respectful of your community & environment, and give some back, & you will win!           |
| Win-Win:                 | You can find a way of creating a situation where everybody wins & you will win!                                       |

## So where did we go Wrong?

*If we continue to work within the same paradigm,  
then we can only come up with more fixes  
and no real alternatives.*

We had to go through all of these steps, because that was part of our process of evolution. We had to explore and experiment, and try some ways that eventually would not work. We needed all of these as part of our education and learning.

We can now see, whether we use positive, lateral, or contrarian thinking, we are still living within the paradigm of competition. Whether we use hard work and persistence, or metaphysical and mental techniques, we are still trying to win.

Even in the case of quality first or spiritual values, we are still trying to win. Only this time we will be “nice” in the process, and perhaps share some of our rewards with others.

And ultimately, in the case of win-win, we are trying to modify the competition itself to produce more than one winner.

None of this was wrong. However, by now we should have realized that if we continue to work within the same paradigm, the paradigm of competition, then we can only come up with more fixes and no real alternatives.

# Creativity

*And so must we create, not in order to compete,  
but in order to create*

The new paradigm is that of Creativity.

Truly creative people create for one reason only. They create because they deeply believe their creation is worthy of being created. They do not need any other reason.

A creator creates, regardless of its creation beating any other, or being the best in its field, or winning any competition.

A painter paints regardless of how much money the painting fetches, even if the painter cannot afford the next canvas.

An author writes, not caring if the article or the book is ever going to get published. If it is worthy of being written, it should be.

An inventor invents, because the invention is worthy of being created, no matter if it is ever successfully commercialized.

Even parents create their off-spring, because the baby is worthy of coming to this world. No other reason is needed

And so must we create, not in order to compete, but in order to create.

# Our Godhood

*True spirituality is in recognizing our spiritual powers.*

“We were created in the image of God,” proclaim many sacred texts. And all of them define god as the ultimate Creator.

So if we were truly created in the likeness of God, we must also possess God’s most prevalent feature - the power to create.

True spirituality is not in simply being more loving and caring and good. True spirituality is in recognizing our spiritual powers, our Godhood, our power to create. And then we must act accordingly.

And if we do this, as a byproduct, we will also become more loving, more caring, and more good.

It is time to start proclaiming our Godhood, and acknowledging our creative powers and spiritual gifts. Let us embrace the paradigm of creativity.

# Create What?

*Create anything that you deeply desire, and you will find that inherently it will be a work of beauty.*

Create beauty, create a masterpiece, create a work of art. Create an immortal work of architecture, a new healing technique to cure cancer, the next generation of microprocessors. Or simply create a memorable birthday party for your child, a gorgeous garden, a fabulous fish tank, a delicious dinner for your guests.

Create that perfect relationship with your partner, with your parents, and your children. Create wonderful friendships, and social and business partnerships. Create the body image that you desire for yourself, or the adventurous vacation that you have always wanted to go on.

You can even create the ideal home that you have always desired, because you want to bring it into your life. Because it is worthy of being created. But never ever because of keeping up with the Jones's, or because in your position it is expected of you, or because if you don't you would not be perceived as successful ...

Create anything that you deeply desire, and you will find that inherently it will be a work of beauty, as long as you act as you were meant to act, like God, in the image of God, with wisdom, power, love and faith.

# The Way of the Artist

*Whether the vision of the artist is clear and specific,  
or vague and general, the intent is clear.*

An artist generally starts with a vision in mind and a blank canvas. The vision may be very explicit and well defined, like drawing a specific chair that the artist has seen or imagined. Then the artist picks up the pencil and the blank sheet of paper, and starts drawing the structure of the chair and its features, until it is complete.

On the other hand, the artist may have a vague vision of wishing to paint a sunset. Then the artist will pick up the blank canvas, the paint and the brush. Will draw a vague landscape, perhaps an ocean or maybe mountains in the horizon. As the painting evolves, the artist will modify and improve it. A touch of paint here, a dash of color there. Perhaps an addition of flying geese, an island or a lone tree in the distance. The artist will play with the shades, colors and lines until the painting evolves to his/her satisfaction. And there it is, the creation.

Whether the vision of the artist is clear and specific, or vague and general, the intent is clear. And from there on, it is simply going through the motions, until the creation is completed to the satisfaction of the artist.

It is well known that Mozart would be inspired with entire concertos all at once, and then strive to capture them on paper quickly. Whereas Beethoven used the second approach, starting with a vague notion or idea, and then he would use his knowledge, experience and genius to improve his symphonies until he was satisfied with them.

For the artist, the creation is worthy of being created, and therefore the artist sets about creating it. The creation after its completion will stand on its own. It may or may not become a famous masterpiece. But for the artist, that is irrelevant. The creation will have a life of its own, separate from the artist.

Many artists have displayed seemingly maniacal behavior. If in their opinion their creation was not worthy of having a life of its own, they would never have released it. They may even have destroyed it. Michelangelo is known to have destroyed two years of his painstaking labor on the ceiling of the Sistine Chapel, because he thought he was not creating a piece worthy of divinity. He then went to the country for a period of contemplation and meditation.

And it was only then, when he was ready to destroy his work of mediocrity (according to his own standards) and start anew, that he was inspired with the painting of Creation and other masterpieces of this chapel.

# The Way of the Scientist

*The invention takes place in a moment of inspiration.*

Scientists tend to approach their creations more logically and systematically. Nevertheless, the Mad Scientist is a stereotypical caricature of our times.

Scientific creations fall within two categories: Modifications and Innovations. Modifications are generally incremental improvements on existing equipment, theories and knowledge. Improvements such as a better design of the internal combustion engine, or a more efficient jet aircraft, or a better vaccine for a certain disease.

Innovations on the other hand make a radically new creation. Something that did not exist before. Things such as the invention of the incandescent light bulb, the theory of Relativity, the penicillin, or the discovery of the double helix structure of DNA.

Modifications are generally left brain creations that take lengthy analysis, deductive reasoning and rational extrapolations. They are tremendously useful for engineering better systems and equipment, developing better processes, and adopting scientific knowledge and theories to more appropriate applications. But they rarely require true creativity.

Innovations on the other hand generally propose an entirely new machine, system, process or theory. They require a stretch of the previous knowledge and paradigm. And almost all of them start in a moment of inspiration.

It is well known that Thomas Edison tried more than ten thousand ways of developing the incandescent light bulb, and failed every time. Edison had tried many different compounds and substances, searching for the element which would have enough electrical resistance to heat up and glow, yet be strong enough not to burn. And he failed every time.

One afternoon, when he was taking one of his famous naps, he was finally inspired. He remembered that he had learned how charcoal was made. That if fire was set to wood, yet it was starved of its supply of air and oxygen, it would only partially burn and produce charcoal. And it was then that he made the connection that the problem was not the material he was using but the oxygen in the air.

He got up immediately and went to his lab. Picked up the nearest element, put it between the electrodes, then grabbed a transparent jar, placed it on top of the electrodes, used a vacuum pump to extract the air from the jar, and gave birth to the first incandescent electric light bulb. The invention took place in a moment of inspiration.

In contrast to his more than ten thousand experiments with the light bulb, one day, Edison was suddenly inspired with the idea of the phonograph (recording of the sound vibrations through mechanical means on a wax cylinder, and playing it back). He went to his lab, and with his first and only attempt, he invented the phonograph.

# The Way of the Manager

*And finally they get out of the way  
and let the process take over.*

All truly great managers, leaders, politicians, motivators and orators use a similar creative process. They are all first inspired with a dream or vision. They can see how things can be. And they buy into their vision or dream.

Then they use their gift of conveying the same vision and the same belief in the vision to their employees, supporters or followers.

And finally they get out of the way and let the process take over. They know that their work of creation is to convey the vision and the belief in the vision. And they trust the creativity and ability of their people, and have faith that they can come up with a way of manifesting the vision.

Whether we study Gandhi, Dr. Martin Luther King Jr. or JFK, we see that they all knew how to use the gift of their word and action to transfer their dream, their vision, their inspiration to the public, and then let the people take over. They all became moral leaders of their causes and let other capable executives take over the execution of the process.

# A Different Understanding

*The creation seems to take a life of its own  
before it is even started.*

Whenever we are on the creative path, we seem to attract a somewhat magical and serendipitous process to our world. Chance events and meetings happen for no apparent reason, which tend to ease our way along our path. Stumbling blocks are lifted and barriers disappear.

We seem to create a special flow around our act of creation that resets all of our previously perceived priorities and objectives. The creation seems to take a life of its own before it is even started. We are simply relegated to the position of the instrument of bringing the creation into physical being. Fate seems to play a big part in our life and take over our plans.

Yet, in spite of this apparent loss of control, there seems to be a joy attached to the process of creation. A joy that we would not trade for anything. We seem to be on purpose. We feel that we could not have planned it better ourselves. And the whole process becomes graceful and effortless.

At one time in my life, I was trying to market my services, and I was looking for potential clients. Conventional wisdom said that it was a numbers game. That the law of diminishing returns applied. That I should telephone 100 companies, who would become perhaps 10 potential clients, who may generate 1 sale. And when I got really good at this, it would be 100-10-4 or something like that.

I felt that I was on purpose and creative and that there may be a different law operating. I decided to believe in the law of increasing returns. That I would be easily lead to some contacts who would steer me towards many more prospects and this would result in many more synchronistic sales.

In fact I contacted one retired friend who put me in touch with two people.. One of them became a client, and the other put me in touch with a dozen people some of whom became clients later. I seemed to have transmuted the operating law from diminishing to increasing returns. Instead of 100-10-I, I was now operating at 1-2-many, simply because I adopted a different understanding.

# Creative Techniques

*There are no set laws or formulas for success.*

There are many creative techniques that we should understand and be aware of. Yet every creative process is exactly that, a creative process. In the creative endeavor, there are no set laws or formulas for success.

Creativity knows no bounds or limitations, therefore to attempt to standardize and formulate a set creative process is to limit creativity itself. It is self-defeating.

The common elements of any creative process are: a clear intent, a vision, an un-shaking belief that it is possible to create the creation, and a burning desire to create the creation because it is worthy of being created. Everything else is fluid, flexible and a function of the creative process.

## **The First Way**

Many times, when we have a vision of what we wish to create, a first idea, also known as a first impression, comes to mind. Usually this is the most obvious way, but sometimes it is not.

The first impression or idea pops into our minds very quickly. This is usually because our desire for the creation has been with us in our subconscious mind, and the same subconscious mind has already prepared the answer for us. Now that we have brought the desire to our conscious mind, the method or process of its creation comes with the desire itself into our consciousness.

This is a very intuitive process and is generally accurate and practical. However, like any other process, we ultimately need to use our wisdom to decide.

## **The Obvious Way**

This is generally the most obvious and standard way. If it is simple enough, we do not need to become creative about the process of creation. Because our purpose was to create the creation not the process. Unless of course our desired creation is a new process or way of creating.

## **The Absurd Way**

The absurd way is another realistic way of creation. But we need to be creative about bridging the gap between the absurd and realism.

One day during an Engineering Design class, my professor was talking about how to design a bridge to span a particularly deep part of the bay. He said, “of course we can not use legs to support it because it is too deep. But don’t over-rule the absurd. Somebody may suggest we can use sky hooks.” We all laughed.

Then he explained, “it is initially funny, but if you think about it, we probably could. is it not possible to use helicopters and cable and hooks as sky hooks? I realize that you probably will need a lot of fuel to keep a bridge up, and that is not practical. But can you not replace the helicopter with a number of helium balloons? And do we not use sky hooks in the process of lifting freight from one place to another, for, instance in a mountainous terrain? Do we not use sky hooks for search and rescue operations?...”

The absurd way is quite useful, but we need to keep a very open mind and be imaginative.

## **The Surprise Way**

Sometimes a surprise way may appear out of nowhere, either in reality or in our dreams or imagination. For instance, we may make a connection between our creation and something completely unrelated that we come across. Our initial reaction is to laugh it off. But many times the surprise way is the best way, only if we make a stretch of the imagination and move ourselves into a more expansive paradigm.

Be alert and open to surprises. You may be surprised.

## **The Opposite Way**

Sometimes in a discussion or brain storming session, or even on our own, for a brief moment, as a way of being humorous, we may suggest the opposite way. The opposite way is usually the way that is contrary to the conventional way. It is a contrarian approach. But many times it works.

Again what we need to do is to be open and imaginative. Stretch our mind and imagination, and see how the opposite of conventional wisdom may in fact be the better and more creative way.

## **The Humorous Way**

There is always a joy inherent in any creative process, the joy of creation. The chances then are that if we are enjoying our actions, we are being creative at some level. The converse is also true.

If because of our lack of creativity we are not experiencing joy and laughter, then we can inject laughter, humor and joy in our lives, and that will allow our creative juices to flow and the creative process to be restored. So when in doubt, have fun and laugh.

## **Dreams**

Dreams are often the way our subconscious mind tries to reach us, while our conscious mind is switched off. Dreams are very creative and come in the form of symbols and myths, and must be interpreted by each one of us, in any way that may make sense to ourselves.

We must remember that in dreams boundaries and limitations dissolve and disappear, and anything is possible. But more often than not, the dream's message contains the way of overcoming physical limitations and barriers too.

However, we must take caution not to read too much into our dreams. If we cannot make sense of them, we are better off discarding them than paralyzing ourselves through analysis.

## **Inspiration and Intuition**

Our inspirations and intuitions are the way our subconscious mind communicates with us in our wakeful state. It is our way of tapping into our infinite creative source. We are well advised to notice them and act upon them, every time. The trick however is to become sensitive enough to recognize them and distinguish them from the mind games we play with ourselves.

## **The Flow**

Every athlete can relate one experience of being in the "zone", every artist can describe a time of being in the "state". Every creator can talk about the time that he or she was in the "flow".

The dance was being danced through me. The music was being played through me. I don't know how it happened, but I watched Hamlet come and take over my body and act through me. I was simply the pen writing the book....

All of these stories are ways of describing the perfect creative process, going with the flow. If you ever feel that you are observing the creative process coming through you, simply enjoy it, trust it, and let it happen. This is the highest state of creativity.

## **Blocks**

Sometimes creators encounter creative blocks. It is like hitting a brick wall. There is no way to get through them. The creative tap is simply turned off, and there are no juices flowing.

One way to deal with blocks is to completely ignore them and go for distraction. The creator must take all attention away from the creative process for a predetermined period of time, like a few days, and be determined not to come back to the process until the break is over. Often during the break or shortly after returning to the process, the mind set is much more relaxed, and flow of creativity is restored.

Another way to deal with blocks is the exact opposite of distractions. That is the way of action. Get into the act of creation, no matter how bad the quality of creativity is. Often, by allowing the smallest flow, the way opens for gushes and surges of creativity. However, the creator must be flexible enough to discard any parts which are not satisfactory.

# Corollaries

*Common sense itself seems to change.*

In embracing the new paradigm of creativity, we must let go of many of our old ways and beliefs and values. Drastic change is inevitable. Common sense itself seems to change. But if we hold on to our fears and old ways, we shall only create more of the same dead end fixes. Let us look at some corollaries of this paradigm shift.

In a creative paradigm we always stand for a creation, a something, an idea. We never stand against anything. Adversarial opposition comes from the competitive paradigm, and it inevitably promotes destruction. In the Creative paradigm however, we simply shine our light. We don't need to fight any darkness, because darkness simply disappears if we shine our light.

Competition requires resolution of problems. Problem solving is never creative. Problem solving is simply reacting to what our environment is presenting to us. Creativity requires us to separate ourselves from the problems, transcend them, and be proactive. And as a byproduct of creativity, we shall find that the problems either disappear, or lose their importance, or are simply resolved in the process.

Competition encourages conformity. Conformity to the unwritten rules. Playing by the same rules and on the same playing field. And ultimately conformity leads to uniformity. Creativity requires the constant stretching, bending and challenging of the status quo. Creativity requires us to become mavericks, to not conform, to create diversity. And it is through diversity that we shall discover our uniqueness, use our gifts, and evolve individually and collectively.

Competition encourages consolidation and centralization. Monster companies, organizations, and governments are the way of the past. They stifle creativity and kill innovation and progress. They also limit the freedom of the individual and expression of the self to full potentiality.

Creativity encourages decentralization, breaking up of large units into smaller, more agile, and more entrepreneurial ones. Creativity requires structures to be flattened and communications to become more open and diversified. It may even require chaos and possibility of self-organization. It is only through more open communications and freedom in our relationships, be it in the government, the corporation or the family, that we will have the chance to grow and evolve.

Competition results in the accumulation of wealth, power, status.... It is the cause of scarcity thinking, consumerism, and the need for instant gratification. And Competition

produces losers. Creation results in living in the moment, in appreciating the process as well as the result, in putting quality in our creations. Creation results in a more nurturing world with far less separation and division.

Competition results in violence and destruction, exploitation and subjugation, affliction and suffering. Creation results in vivacity and vitality, sovereignty and freedom, and the quest for fulfillment and bliss.

# The Outcome

*... and the whole world will be healed.*

The macrocosm reflects the microcosm and vice-versa. Just as we find chaos, strife and turmoil in our society, when we look closely, we shall find the same in the family unit. Abuse, violence, neglect and complacency in the family are simply the result of our unaddressed fears.

It is not our imperfections and inadequacies that we fear most. It is our unlimited power that we are most afraid of.

If we now become truly creative, we shall embrace our God like powers. We shall live our true purpose in life, and our fears shall simply fade into the background.

Abuse, violence and all other negativity shall disappear in our families. Love, care, trust and faith shall become prevalent. And we shall simply find that our communities, environment and the whole world will be healed.

# Collective Creation

*In synergy there is a power which says  $1+1=3$ .*

The power of collective creation is grand. It is much greater than the sum total of the powers of all individuals involved. This is due to the synergy of collective creation.

Whether the purpose of the collective is the creation of a romantic relationship between two partners, the harmonious relationship of a family unit, the profitable and enjoyable business activities of the staff in a company, the attainment of benevolent objectives of members of a community, or the peaceful interaction of citizens of a country, the collective mind is at work.

In a creative paradigm, the collective mind is put to synergistic creative use, and is exponentially strengthened by the number of its members and their common belief and intent.

With synergy comes a synthesizing energy that is beyond comprehension. This is a non-linear process that seems to bend the known laws of the universe to favor the process of collective creation.

Napoleon Hill understood this process very well when he proposed the formation of a “Mastermind Group” as a sure recipe for any successful venture.

But we must remember that we don’t synergize to win. We synergize to collectively create beauty.

In synergy there is a power which says  $1 + 1=3$ .

# Co-Creation

*Create because the creation is worthy of being created.*

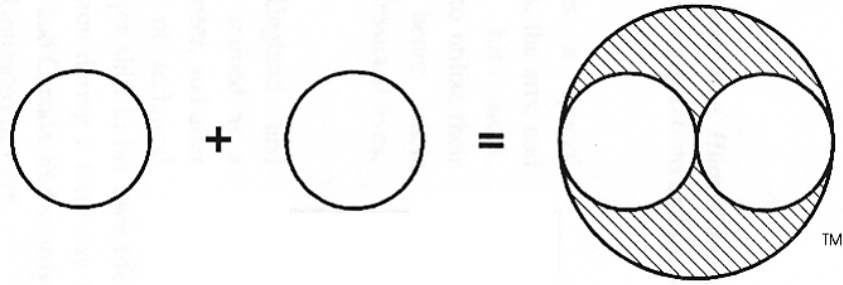
To create because the creation is worthy of being created, is to fulfill our purpose on earth at its deepest level. It is to recognize and embrace our God like powers.

To collectively create is to recognize and embrace the Godhood in every other individual on this planet.

And only then shall we become co-creators with God, and fulfill the purpose of creation.

# Proposal

- Let us transcend the old notion and paradigm of Competition.
- Let us embrace the new paradigm of Creation.
- Let us create for the sake of creating alone - because our creation is worthy of being created.
- Let us experience the joy of creating
- Let us allow this new paradigm to permeate every aspect of our lives
- Let us create our ideal family, and create what we desire in our family
- Let us create in our business and at work.
- Let us create in our society and community
- Let us create locally and globally
- Let us create individually and collectively
- Let us co-create.



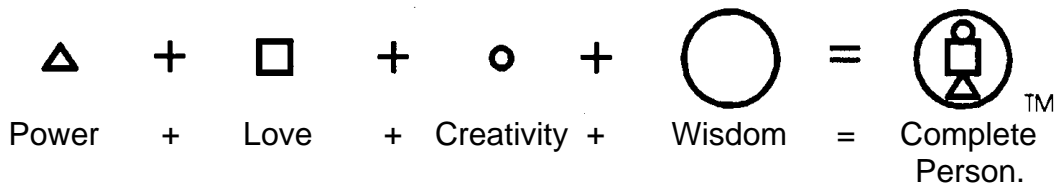
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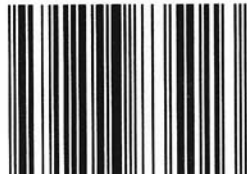
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