



# The Reinvention Company

# Change Machine



The Science Of  
Transformational  
Psychology

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# Welcome

Change Machine is the first of its kind reinvention process, a process that changes the relationship you have with your sense of self, the sense of self of others and the world around you. It's the first working solution to the backwards problem, otherwise known as the science of collective design. That's how your mind works with other minds to produce outcomes.

This guide is an attempt to show you what you can't see by showing you how to go backwards, how to change the relationship you have with what you do, how to ignite ingenuity and change the way you interact and understand yourself and the collective self.

In brief, Change Machine is a once in a generation opportunity for large scale change and transformation solving problems using the 4th dimension of time. This in turn can contribute towards a machine of psychological change expanding human identity and creating one world, through shared human experience, for all.

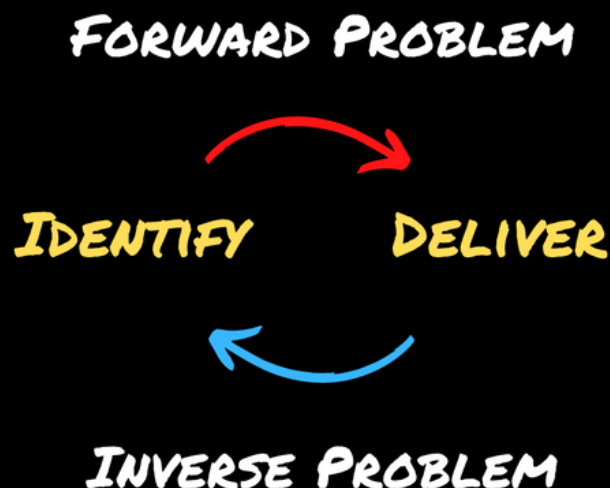




# Why pay attention?

Change Machine is the first working solution to the backwards problem otherwise known as The Science of Collective Design, that's how different disciplines work together from your own perspectives to achieve outcomes. It's the first functioning solution in the collective intelligence space that contributes towards collective outcomes. The process helps you engage and interact with that you do in ways that right now you can't imagine. For those that don't know, your human experience is a vacuum of experience that you imagination sits. Expanding your identity will stretch your imagination.

This revolutionary breakthrough working in the 4th dimension of time helps every individual to understand how reality unfolds for them in comparison to their collective (company) and allows for large scale change to unfold. For context going forwards is how the human race does everything. It starts in school by saying, this is English, this is Maths and this is Science, if you want to be an Architect, an Engineer or a Doctor, do this this and this. Respectively. This is then how we do things in the world around us, we say we want economic reform, social housing or tighter gun control. We use our brains and we identify and deliver. Change Machine goes backwards via your perception.



# What does this mean for you?

Change Machine is a model of psychological change that works with how your mind derives meaning from things. That is, how your relationship with yourself, others and the world around you is structured. As a human you do have the ability actively change how your intellect interprets and projects the world around you. This breakthrough also work in companies, that is, groups of humans.

This process is based on the premise that human experience is stored in your body and as humans we have the capacity to revisit aspects of ourselves that could have been split off in childhood, during disruptive events or because we haven't been given the opportunity to experience who we really are. Identity expansion helps us to experience more and change our relationship with things.

Through your own inner wants, needs and desires you will begin to revisit parts of who you are that you might not have known were there, according to Freud, eighty five percent of us is unconscious.

The process is delivered as a reinvention service where, if you choose you will have the capacity to endlessly keep going. The process can only stop when you've physically had enough then you can rest and recharge and keep going if you choose.

Designed for ambitious individuals, this a long term strategy that produces extraordinary results within your existing collective.

Think of reinvention = leadership + ingenuity,  
that's what we'll do here.

# How does it work?

The process works because of the forward problem, because we've been process through a system of education that teaches us we understand the world through information. This leaves an extraordinary capacity for each of us to explore our relationship with who we can become and how we experience the world around us. Right now the human race is being held back by limited perceptions and and education system designed during the 1800's.

Psychological change ia an experience that's unique to each of us. Unlike almost everything the human race has designed, that is it's been designed for the masses to use, say with smart phones, internal combustion engines, surgery, aviation, hotels, affordable food, next day delivery, a Change Machene goes the other way and is unique to you. Grounded in facts and truth this process is a leap ahead of its time.

Derived from your own interest in success and the curiosity to do so, this ingenuity programme forces you to look and reflect inwards working in and amongst the collective self. The collective self is the shared identity you have with other people. In short you have a shared identity with the people from your hometown, your nationality, the school you went to, your family and the company you work in. It's a shared way you have with others of seeing the world.

# Why the collective self?

The underlying element of every story every written is known as The Hero's Journey, how is this possible, how do all stories follow the same pattern? Because humans repress parts of who they are and then project them back onto the world to find later on in other people, experiences or events. Here we're saying everything you'll ever become is already inside or within your lifetime collective self. Other people are also one of life's great determinants (how things work out for you). When you begin to toy with the underlying element of how we project parts of who we are you can change the relationship you have with yourself, the things and people around you.

To state the obvious here, your business is full of people and building, growing, changing, transforming or reinventing it requires a huge upheaval. The reinvention process maps your collective self giving you a path of ingenuity to follow. The more you work with these concepts the more you create and the more you can see and interact with, essentially creating your own machine of change. As the process continually adapts it isn't your business keeping up with the world but the world keeping up with your business. As the below sentence states.

"Everyday you discover something that's a new problem or a new opportunity to fit these things together a little differently. And it's that process that's the magic"

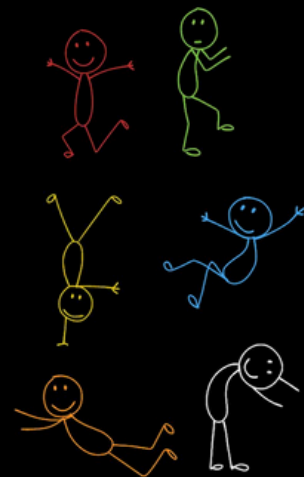


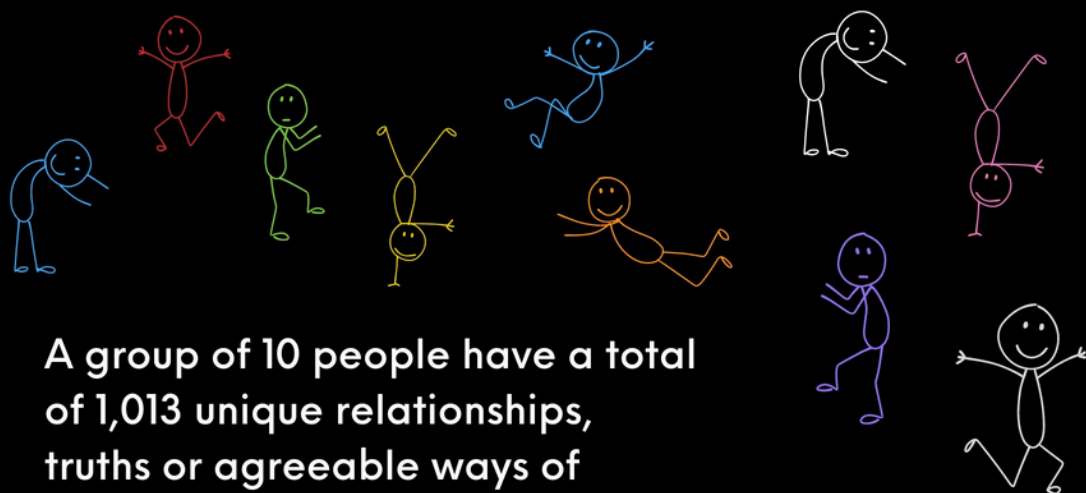
# What is the collective self?

The collective self is the share identity you have with other people. You have a shared identity with the people from the same country as you, from you hometown, the school or university you went to, your local sports team and your family.

This identity is so significant as it proves the narrow view the forward problem gives people where we educate people to understand the world through single minded information. When in reality the collective views even in a small group of people are extraordinary.

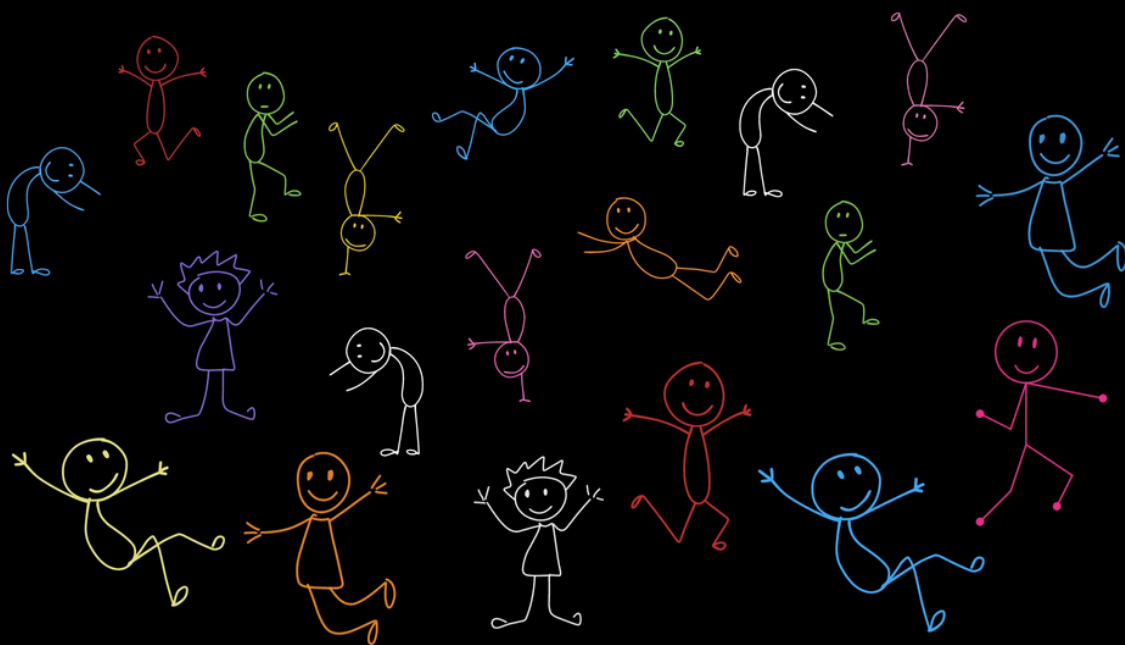
A group of six people have a total of 57 unique relationships, truths or agreeable ways of seeing the world





A group of 10 people have a total of 1,013 unique relationships, truths or agreeable ways of seeing the world

In a group of twenty people there are 1,048,555 unique relationships, truths or agreeable ways of seeing the world.



Working backwards, that is discovering everyday, is where you begin to interact with your collective self in new and different ways and find new paths of creative ingenuity.

# Going backwards!

So how do you go backwards? How do you map and document your collective self leading to paths of ingenuity?

To go backwards you're the detective solving a crime! Where your collective has already been 'delivered' and it is now your job to identify.

What does that look like? How do you create your crime scene? Here are the 5,000 concepts that you apply meaning to, where everyday they become different.

"There's a tremendous amount of craftsmanship between a great idea and a great product. As you evolve that idea it changes and grows, it never comes out like it starts because you learn a lot more as you get into the subtleties of it. You also find there's tremendous trade offs you have to make, there are certain things you can't make electronics do, there are certain things you can't make plastics do, or glass do, or factories do or robots do. And as you get into all these things designing a product is keeping 5,000 of these things in your brain, these concepts and fitting them all together and continuing to push to fit them together in new and different ways to get what you want. And every day you discover something new that's a new problem or a new opportunity to fit these things together differently. And, it's the process that's the magic"

Steve Jobs

The product is each path of ingenuity that you currently can't see. Working to these concepts will change the relationship you have with the things around you. Work becomes more fun, engaging and your efforts are more successful.

# Ingenuity

The words innovation and transformation are at point in business of losing all meaning. Innovation can simply mean allocating money to digital spend whereas ingenuity comes from being ingenious, from looking inwards at what you have and being creative. The way these concepts work together gives you the perfect opportunity to do that everyday.

Taken from principles of self discovery these concepts fit and mould together in new ways that right now you can't interact with that allow you to conceive how things can become different. The 'crime scene' will always be unfolding and the case is you seeing things differently and interacting with your collective (and yourself) in new ways.





# Self-Discovery

Knowing yourself is the beginning of all wisdom, know your enemy and know yourself and in a hundred battles you will not be in peril. The same is true of your collective.

Since one mind can't understand how everything can fit together in every single way it is essential to be open minded enough to how self-discovery works.

🌍 “The true voyage is not to travel through a hundred different lands with the same pair of eyes, but to see the same land through a hundred different pairs of eyes”

⚡ “Only through art can we emerge from ourselves and know what another person sees of a universe which is not the same as our own”

✨ “We don't receive wisdom; we must discover it for ourselves after a journey that no one can take for us or spare us.”

✨ “We are healed from suffering only by experiencing it to the full”

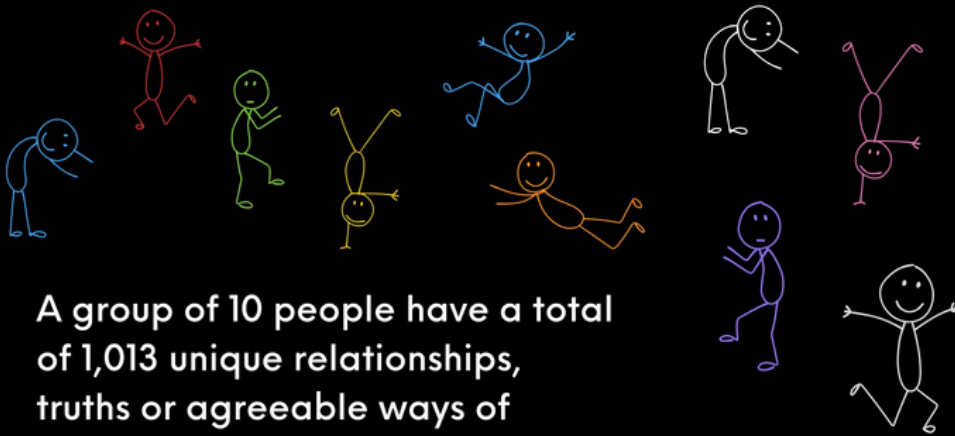
Marcel Proust

The four pillars of travel, art, wisdom and trauma act as a framework for exploration. The more you can transform yourself during this process the better outcomes you will get. Transforming yourself usually means seeing things differently which can come from riding the energy you usually shut off, but more on that later.

Contact Change for more

# Delivery

Creating paths of ingenuity requires you to interact with your collective self in new ways. The process starts by showing you how your competition is going to beat you. From this point we start to build these concepts and help you integrate them into how you do things improving everything around you.



A group of 10 people have a total of 1,013 unique relationships, truths or agreeable ways of seeing the world

Designed for the long range ambitious your collective self will transform as you do. Work then entails finding out how things fit together differently and engaging as many different ways along the way as you can manage.

# Under The Hood

So how does this process work under the hood? How is it you can change your relationship with yourself, others and the world you? Let me show you what's going on here!

"Truth can be stated in a thousand different ways, yet each one can be true." - Swami Vivekananda

If I was to show you the sentence below you could quite easily make out which department the sentence goes with.

Sales Finance Engineering Marketing

Our customers know they can get what they want elsewhere cheaper but they come to us because of how well we communicate the detail surrounding our niche

But if I then show you how one person sees it, the boss, it's not going to mean the same thing to you.

Sales Finance Engineering Marketing

Our customers know they can get what they want elsewhere cheaper but they come to us because of how well we communicate the detail surrounding our niche

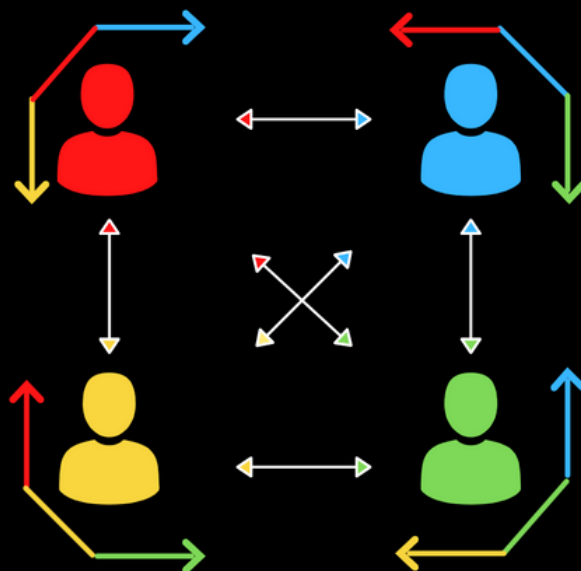
If I then replace the departments with the components of The Science of Collective Design, time and meaning. It's going to make even less sense.

Time (Now) Time (Future) Meaning (Future) Meaning (Now)

Our customers know they can get what they want elsewhere cheaper but they come to us because of how well we communicate the detail surrounding our niche

Collective Design simply means how the meaning of things changes over time, much like being human. It means how abstract thought becomes a rational path within the collective. How does the designer, the architect, the accountant and the consultant work together to achieve outcomes and how can it be different?

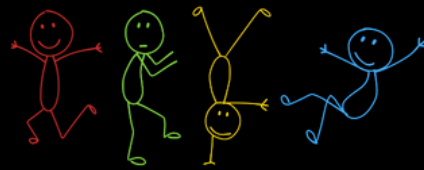
It's through toying with the time and semantic space you begin to see how things fit together differently. This space works because of the collective self, because other people will bring out a different side of to you, it's how we're all connected.





If we go back to our designer, architect, accountant and consultant because of their skillset and how all humans are different they're going to see different solutions to the same problems.

A group of 4 people have 11 unique relationships, truths or agreeable ways of seeing the world



And if we go back to back to our self-discovery quote we can see how being able to see or interpret more of your collective will engage others, create a stronger vision and create paths of collective ingenuity.

🌍 “The true voyage is not to travel through a hundred different lands with the same pair of eyes, but to see the same land through a hundred different pairs of eyes”

In other words we're saying.

**GREAT CREATIVE  
MINDS THINK  
LIKE ARTISTS  
BUT WORK LIKE  
ACCOUNTANTS!**

Or

This is a map of your reality that works  
like an accounting system for change

This is how Ingenuity works, the reinvention process exposes to you what you can't see.



Behind the scenes this works like an accounting system but instead of using numbers to calculate forwards, it goes backwards and you begin to change what you interact with changing your collective.

If we go back to our original example we can see here how each part of the statement can correspond to each function of the company

Sales Finance Engineering Marketing

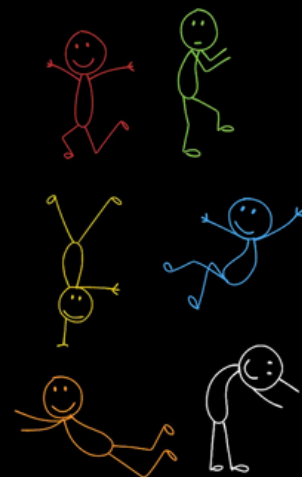
Our customers know they can get what they want elsewhere cheaper but they come to us because of how well we communicate the detail surrounding our niche

But a traditional financial statement or performance chart looks like the below.



When in reality you collective or company looks like this.

A group of six people have a total of 57 unique relationships, truths or agreeable ways of seeing the world



When you put collective design and accounting together.

You'll end up with a map of your reality.



But now because you think backwards where you're the detective working through the crime scene, everyday you'll discover something that's a new problem or a new opportunity to fit these things together a little differently.

Time (Now) Time (Future) Meaning (Future) Meaning (Now)

Our customers know they can get what they want elsewhere cheaper but they come to us because of how well we communicate the detail surrounding our niche

Our customers know they can get what they want elsewhere cheaper but they come to us because of how well we communicate the detail surrounding our niche

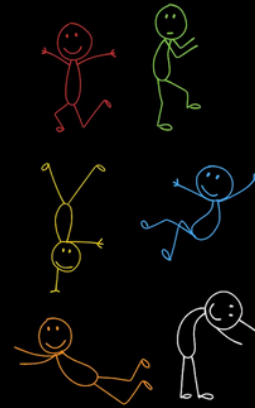
This is where you'll begin to interact with more than your mind can currently see using numbers.

Reinvention is Leadership + Ingenuity!



Every time you reframe your collective, that is dive into an issue or deal with something, things become more like reality, that is they are constantly changing.

A group of six people have a total of 57 unique relationships, truths or agreeable ways of seeing the world



When you become more familiar with your collective you'll begin to see how collective design helps you experience reality in new and different ways.

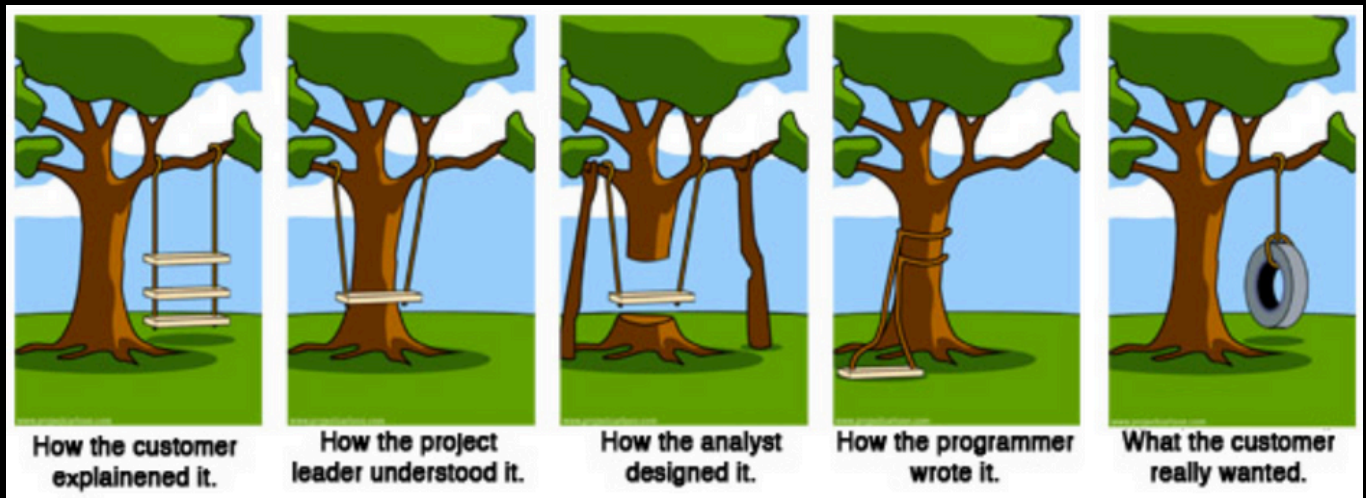
Time (Now) Time (Future) Meaning (Future) Meaning (Now)

Our customers know they can get what they want elsewhere cheaper but they come to us because of how well we communicate the detail surrounding our niche

And since it works like an accounting system you can move backwards and forwards and re-experience what you might have missed.

The process moves with you instead of you forcing to the world around the outcomes you want to account for.

Let's look a visual example of how meaning changes the outcomes of achievement.



Customer Provider Analyst Programmer

I want something in my garden the kids can enjoy using

There's an opportunity to design a functional deliverable to our customers requirements

If we look at our skillset and apply what we can do to this problem we will create a solution

The program is is designed to use the tools provide so they can be interacted with in new ways

Each one of these individuals has their own meaning and way of seeing the world. The words kids, design, skillset and tools are essential here to each persons version of reality and how they will do things because of it.

Ask yourself if you know anything about negotiation? There's a technique in negotiation called mirroring where you repeat the key words used by who you're negotiating with.



The words kids, design, skillset and tools are essential here. Had we understood the meaning better we might have ended up with something like this.

Time (Now) Time (Future) Meaning (Future) Meaning (Now)

We have the ability to communicate with one another

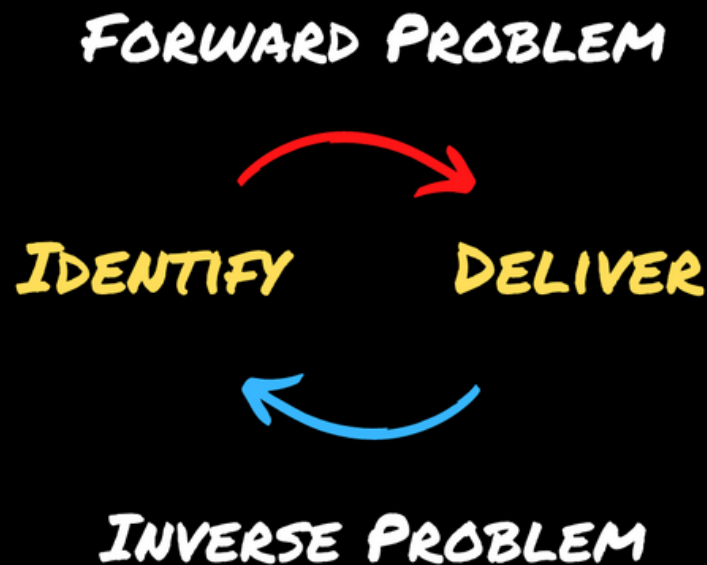
More of this project will be unveiled as it unfolds

The customers kids are the essential ingredient here as the limitations are what they can do

We have a limited skillset to work with, that being the physical aspects of what goes in a garden

Here, mirroring used in negotiation is another concept. Since you're acting as the detective this pattern of thinking helps you explore your collective instead of trying to control outcomes.

This takes us back to the forward problem where the issue here is unconsciously we tell ourselves we understand and we identify and deliver. The inverse would be to discover.



Collective design sounds very complicated but as you become familiar with how the process works you'll see you're building a map of you reality that allows you to be more creative, respond to change and charge towards reinventing and transforming your organisation

This is a map of your reality that works  
like an accounting system for change

# Thinking

Everyone has a different way of seeing the world, a different belief structure and a different understanding of the world around them.

It's your ability to engage with these different minds (and souls) that will determine how far your business change, transformation or reinvention can go.

There is a step by step process to follow only the steps don't fit together in the beginning. In the first weekend you might get step one and two and it take you another two weeks to get to step three. Self reflection is essential during this time to help you see how you see things.



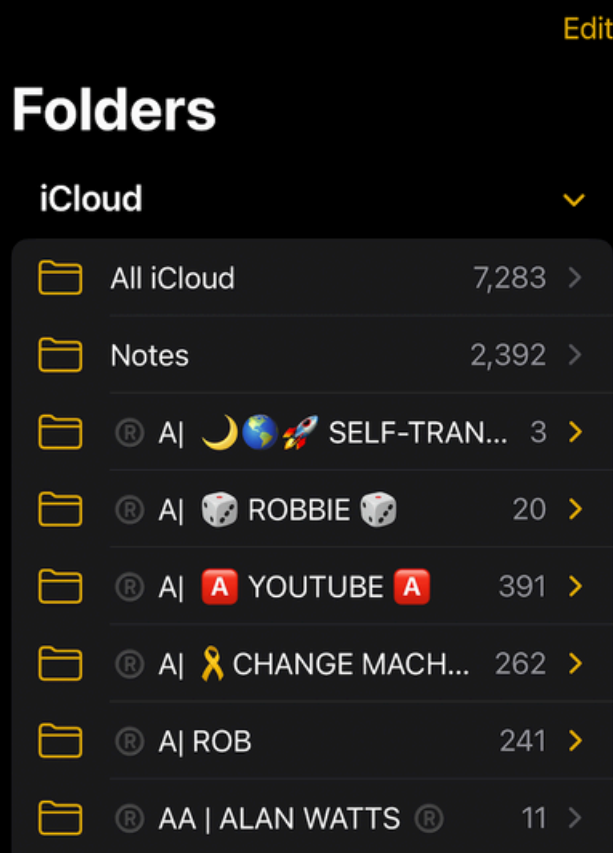
⚡ “Only through art can we emerge from ourselves and know what another person sees of a universe which is not the same as our own”

Contact Change for more



# Mapping Reality

So how do you document 5,000 concepts? Where do you keep a hold if this special meaning as you change the relationship you have with things? Just use the free notes app on your smart phone or device. Remember you really are just the detective solving a crime, that's it.



What do these concepts look like? They can be anything! Something you read in a magazine, a new way of working, an HR policy, something different you experienced at a restaurant or while on holiday. Anything that fits into travel, art, wisdom or trauma! You really are creating a map of your reality that works like an accounting system for change.



# Conclusion

The world is your my friend! Human psychological change goes beyond anything anyone can imagine and there is no fate but what we make for ourselves.

Your ability to change your relationship with yourself, those around you and the world is endless. The reinvention process continually adapts and changes as you do. As the hero's journey proves, you'll find the answers you're looking for within yourself or the collective self.

Happy hunting!



Find out more at [ChangeMachene.co.uk](http://ChangeMachene.co.uk)!