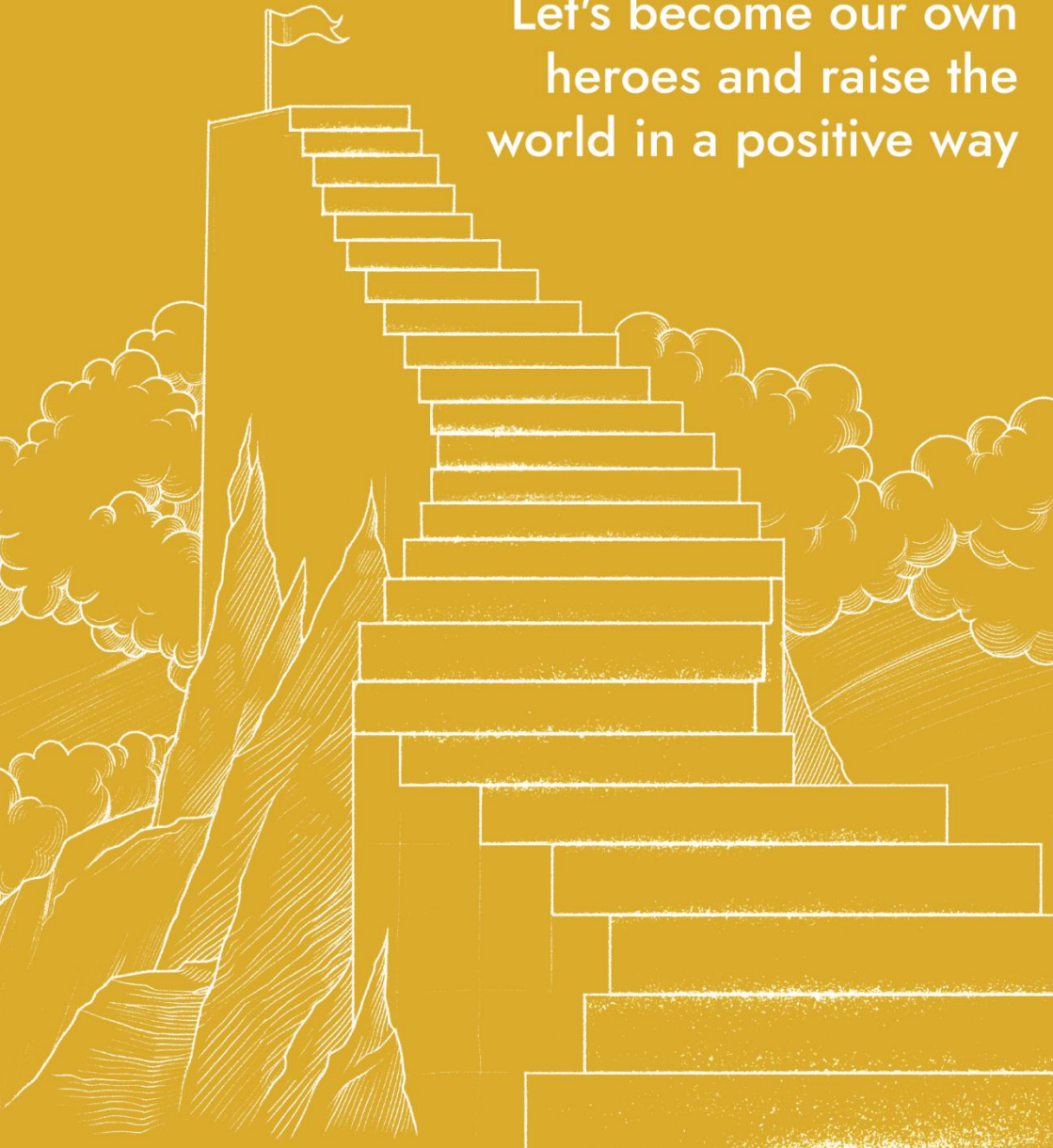




# ELEVATION

Let's become our own  
heroes and raise the  
world in a positive way





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*Let us become our own heroes and influence the world in a positive way*



## Introduction

Have you ever felt powerless, discouraged, or frustrated when trying to improve things? Don't worry, you are not alone. This is a common feeling when we want to undertake, rectify, and improve something in our lives. Especially when a desire for positive change is linked to a personal mission.

Why is it easier to be negative and destructive, than building and being positive? require real efforts? Improvement and positive change require real efforts, inspiration, kindness, and intelligence. It is true that building, changing, and evolving is possible for everyone, but it requires energy, courage, and the right frame of mind.

When facing resistance and failure, it is tempting to say:

“

*Why should I keep going on? Why not just let myself go, have fun, and enjoy the moment?*

”

AT the same time, another feeling arises that pushes us to persevere despite everything. This feeling constantly pushes us to persevere and rise in all areas of our lives. It drives us forward. Throughout this book, I call this powerful feeling - Elevation.

**If we try to define Elevation, it is an internal force that encourages us to go beyond our limits and become a better version of ourselves.** Through it, we become the heroes we all aspire to be.

Elevation always encourages us to do better, differently, and positively. And when we lose an inspiration, feel tired and discouraged, we suddenly discover a big black void inside. This absence quickly pushes us to accomplish the mission that we feel is our destiny.

When we encounter negative events, our emotions and feelings become even more intense. For example, when faced injustice, venality, selfishness, corruption, violence, malice, complacency, passivity, or complacency. Confronted with the harsh realities, our desire for change becomes strong and burning, provoking frustration, impatience, and even anger. It is as if we are trying to re-establish some kind of balance, equilibrium, and justice.

Have you ever been in this situation? I certainly have!

But why do we want to do something about it? Simply because Elevation appeals to the positive intrinsic qualities, we all possess, such as: courage, benevolence, intelligence, honesty, and inspiration.

Elevation stimulates us to do better and enables us to achieve what we couldn't imagine is possible: the impossible.

Imagine yourself at the bottom of a mountain, staring up at its summit, which looks impossible to reach. However, if you climb this mountain,

like a staircase step after step, these added steps will bring you inexorably closer to the summit.

Thanks to courage and perseverance, that enable us to continue despite the challenges, the impossible has become possible. You may never have identified or name this emotion, but you have certainly felt it deep down inside you.

Elevation can take different forms, such as a call to remedy an injustice, an action to improve a situation, or an investment of personal time and energy in a project we sincerely care about.

Our Elevation comes directly from within us, despite the challenges, so that we can achieve results and conduct positive actions that have an impact.

History is littered with inventors, dreamers, and idealists, known and unknown, who have changed the world through their achievements. Mahatma Ghandi spoke out against injustice, Johannes Gutenberg democratised books, Martin Luther fought against corruption, Abraham Lincoln abolished slavery, Pythagoras of Samos pushed back the boundaries of mathematics, and Isaac Newton contributed to our understanding of the nature of the world. The list goes on: Albert Einstein, Leonardo da Vinci, Nicolas Copernicus, Louis Pasteur, Marie Curie, George Washington, Benjamin Franklin, etc.

These individuals, like so many others not named, aspired to change things, defied one obstacle after another and achieved what seemed impossible at the time.

To illustrate this, I invite you to follow a story of two people just like you and me. Let me introduce you Alice and Gabriel, whose life examples

we will follow throughout this book. They do not know it yet, but they are going to change the world by becoming their own heroes!



*Alice, 25 years old, recently graduated from university, works now in a school. For the past year, she has been passionately pursuing her career as a teacher, fulfilling one of her most cherished dreams.*

*Insightful and driven by curiosity, Alice nevertheless struggles with a lack of self-confidence.*

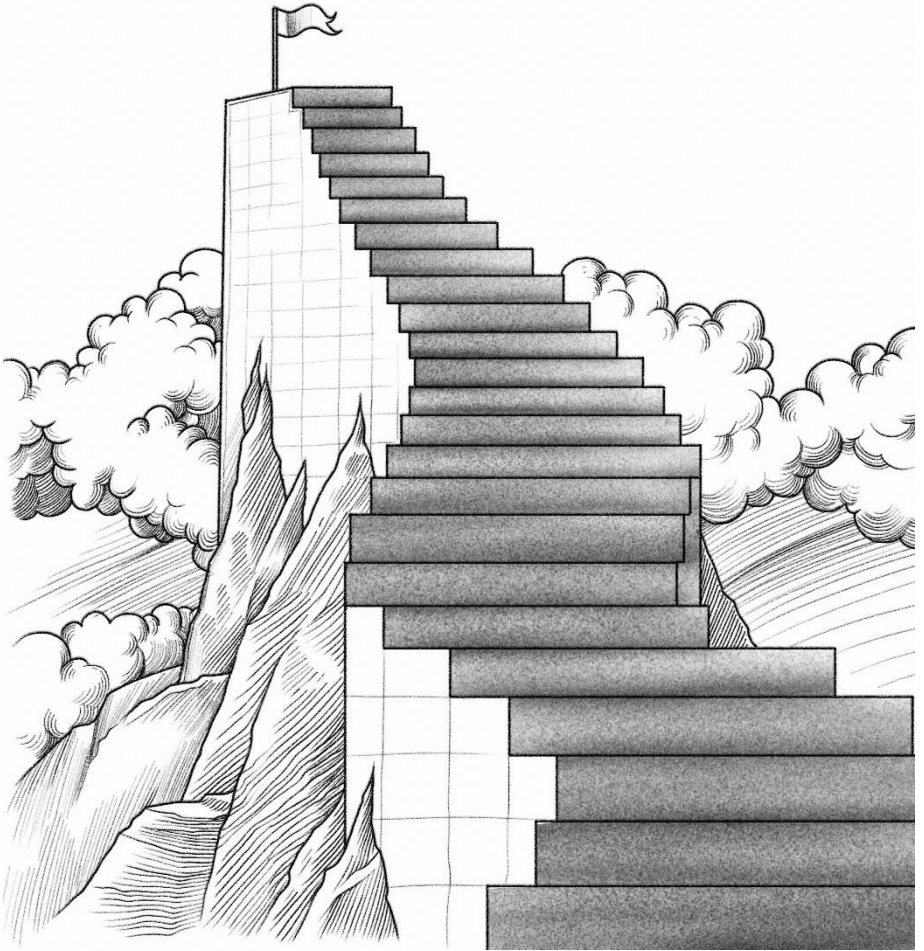
*She attributes this problem to her childhood. She was brought up in a family imbued with a rigid faith, where she was seen inferior, just good enough to be married and become a housewife.*



*Gabriel, 49 years old, is a family man and a good friend. Discreet and supportive, he prefers to be in the shadows rather than in the spotlight. Some mistake his humility for a lack of courage. However, Gabriel sees himself more as a gentle force.*

*Thoughtful and meticulous, he took a job as a cashier, a pragmatic choice dictated by the need to feed his family.*





*Elevation is the force that pushes us step by step to persevere and achieve what at first seemed impossible*





## Mission

Do you know what is your mission in this world?

We constantly aspire to fulfil our destiny, but what is it? Why are we here? Where does our life journey begin and end?

We are on a small planet in a medium-size galaxy that is a part of a big universe. What is at the origin of all this? Was it God? The Big Bang? Another event? What was before? What will come after?

It must be said that we have only had proven traces of our origins since the appearance of writing, marking the end of prehistory. Since then, we have evolved in less than 50 centuries, from clay tablets to walking on the Moon. Sometimes we had taken two steps backwards followed by three steps forwards to get where we are today.

If you think about it, our evolution is incredible. Since prehistoric times, we have gone from fire to the wheel, paper, printing, steam engines, electricity, and finally screens, internet, artificial intelligence, and quantum physics.

Was this evolution directed or guided? Or did it happen by accident, entropically? Did we receive help? Little pushes here and there? What force pushed us to evolve this way? Everyone can come up with their own answer. However, we can be certain of one thing: this evolution has taken shape thanks to several heroes who wanted to invent, change, and push back the boundaries.

All the historical development brings us to the beginning of our personal adventure here. To begin, our birth is a brutal moment. We are torn from a comfortable, warm, and constantly protected place, to arrive amid screaming. Difficult, isn't it?

Then comes the constant education that gradually becomes our new normal: walking, talking, communicating, and understanding the world we live in. This demanding learning process slowly leads us to an understanding of ourselves and our world and also invariably raises other kinds of questions.

One day, that fateful moment comes when we ask ourselves the following existential questions:

“

*Why am I here?*

*Why am I able to reflect on myself?*

*What is my goal?*

*What should I do?*

*What is my mission?*

”

Let me reassure you: we all wonder and swim in this mystery. In fact, unless we resolve them through religion or faith, these existential

questions are often become a source of anxiety, because they are synonymous of the great unknown.

For each of us, a mission can be different. Perhaps it will be a spiritual awakening, looking after children, accumulating wealth, being independent, seeking to make an impact, defending a cause, or even changing the world. And for the more ambitious, it could be all at the same time.



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*Every day Gabriel questions his destiny. What revolts him most is the constant re-election of the same leaders in his town over the last decade.*

*While he and those close to him face hardship every day, others swim in opulence. While Gabriel fulfils his civic duties like an exemplary citizen and behaves with integrity, it does not seem to be enough to bring about even the slightest change.*

*He watches helplessly as the system is blocked between those who suffer and those who benefit from it. This injustice fuels his frustration. He dreams of making a greater contribution to his society, but at the same time his family's needs remain his priority.*

*That is why, for the last fifteen years, he has been working as a cashier, a job he has done mainly to provide for his family. While he recognises the importance of this job, he also aspires to be a positive force for change in his town.*

---

The appeal to individual mission is seen in countless advertisements promising fulfilment, happiness, and success. Faced with multiple options, we reason as follows:

“

*If I work hard, I create value, I'm an important person, then I'll have my house and a nice car, so I'll be happy, I'll be fulfilled.*

*If I eat healthy, maintain a good balance between work, sport and personal life, get married, and have a beautiful family, I will be happy and fulfilled.*

*If I take action and commit myself to changing things for the better, then I'll be happy, I'll have achieved something.*

*If I am open to discovery, to travel, to change, then I will be happy and fulfilled.*

*My time here is just temporary. I should just enjoy myself and get the most out of life.*

”

These are just a few of personal missions connected to the need for self-fulfilment; an attempt to answer the following humorous question:

“

*Why did I leave my mother's womb, where I was safe and warm, to come into this cold, unknown world? Why do I go through all this stress?*

”

Inevitably, there comes a time when we confront an idea of death; when we realise that everything comes finally to an end.

Even more than our personal fulfilment, a thought about our last sleep plunges us into an absolute obscurity. Is death definitive or does it evolve? In other words, is this grand finale also a new beginning?

Regardless our beliefs on the subject, let us think about what do we mean by “the end.” After all, we know that it will happen one day, but we have no precise and certain idea of what will happen afterwards. Will it be paradise, Jannah, Olam Habba, Eden, reincarnation, resurrection, or an end point? What do you believe in?

However, since death is an obligatory passage, given our limited knowledge of what happens before and after, we have no choice but to accept our ignorance by default. As a result, it is natural that this leap into the unknown frightens us. Are you afraid of your death?

Finally, what defines us is our fulfilment from the birth to death, i.e. our earthly life. That is why, **by understanding what is important to us, we can elevate ourselves.** We can become proud of our lives, no matter what comes next.



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*Alice's beliefs are uncertain. She longs to believe in something greater, but doubts beset her, fuelled by the trials of her past.*

*As a child, Alice grew up in a shadow of four brothers. Not to mention her fervently religious parents, who imposed a conservative conception on the family.*

*Alice's days were punctuated by obligations, while her brothers enjoyed their freedom. She felt alone as she was not allowed to go out without a male escort. So, school became*

*her refuge, a place of learning and freedom, despite the disagreement of her parents: they did not think a girl should study.*

*When she came of age, under the threat of an arranged marriage to her uncle, Alice was spurred on by her courage to escape her family and find refuge in a women's shelter.*

*But the scars of her childhood still weigh heavily: lack of confidence, shame, and anger. She would like to hate her family, but her heart refuses to do so, always hoping for reconciliation.*

*For all these reasons, how can she imagine a benevolent force when she has already suffered so much from limiting beliefs? Therefore, when Alice is asked about her beliefs, she cannot really answer. Yet she clings to one conviction: if she acts with kindness, she will be happy and proud of herself.*

---





*By fulfilling our mission here and now, we can be proud of our progress, despite what happens next*





## Elevation

Do you believe in your ability to change the world? Do you share Archimede's belief that with enough leverage you can influence the universe?

Elevation is that impulse, inside of us, that pushes us to do better and to keep serving our mission. It is also a personal vision that aims to have an impact on us and our society. By “society” or “community” we mean all groups that function interdependently: companies, towns, villages, associations, countries, families...

We are all part of these groups. You have probably already experienced this: introducing a change requires a colossal investment, without ever being sure about the final effect, because these groups are made up of complex amalgams of multiple cross-interests.

On the other hand, on an individual level, impact and change are much more accessible. By following our personal Elevation, we independently can have a real impact around us.

This way, we become our own heroes while having a positive impact on our society, which in turn has a direct positive influence on the world.

It is a bit like multiple small balloons attached to an object starting to pull it upwards: at first the movement is small, but it gradually becomes increasingly pronounced.

How is this possible? Simply, because we influence society, and it influences us. We have interdependent relationships with our communities, which exert the same two-way influence on our world.

However, following your Elevation does not mean setting aside your ambition, pride, and merit. You certainly want to reap the rewards of your work, don't you? Contributing to your own and others' happiness - is not a contradictory. It is simply a question of adopting a win-win strategy for yourself, your community, and the world. It is true that this strategy requires more effort, work, and concessions, but the results are worthy of investment. You will benefit from your success as well as others.

The "Win-Win" solution is to be compared with the "Win-Lose" alternative, where there are winners and losers. This situation always generates frustration or even revenge.

This situation can lead to the "Lose-Lose" strategy, where an interest is in taking the other person to their own ruin, forgetting any notion of personal survival. The important thing is that the other person loses as much, or if possible, more than we do. Have you experienced this kind of thinking? If yes, you have certainly witnessed an endless spiral of destruction.

To avoid this fatal spiral, Elevation means that we constantly aim for "Win-Win" solutions in all areas of our lives, by learning, evolving, and improving things both within ourselves and around us.

In short, all we must do is to follow our intuition that leads us to become our own personal heroes. We are all excellent judges, regardless of what do we think. What do you think?



---

*For Alice, her school and her teachers were the main anchor throughout her childhood. Hence, her vocation was clear: she would become a guide and a source of inspiration as a teacher herself.*

*Since then, Alice has always striven to do her job well. However, her ambition goes further than that. She continually strives to enrich her lessons, especially in maths, so that even the most demotivated students are interested. Did you enjoy your maths lessons?*

*Sometimes, she wonders where this inner drive comes from, constantly pushing herself to excel, to surpass herself, and to get up every morning willing to make a difference.*

*Whatever it is, it gives her great energy.*

---

Our Elevation is above all personal since we are the driving force behind change. We cannot control others because they are acting as they please.

So, is Elevation just a personal development concept? No, because we want to go much further than that. Besides personal impact, we aim to have a global one in the professional, economic, social, spiritual, political, and artistic fields.

Even if a change begins personally, it radiates around us and then spreads further and further away. Imagine the ripples on a pond when we throw a pebble in it. The ripples are small in the centre, but growing and spacing out as they move away from the point of impact.

Moreover, we are not alone. In fact, we are accompanied on this path by other individuals like us, who also want to have a tangible impact on the world in their own way. **Elevation is also a collective movement of heroes for positive change.**

That is why you will never be alone, even though it may seem that way. We are all part of this wave of change for the better.



*Gabriel's daily routine at work might seem monotonous - tirelessly putting away items and collecting cash. But Gabriel never resigns himself to the ordinary.*

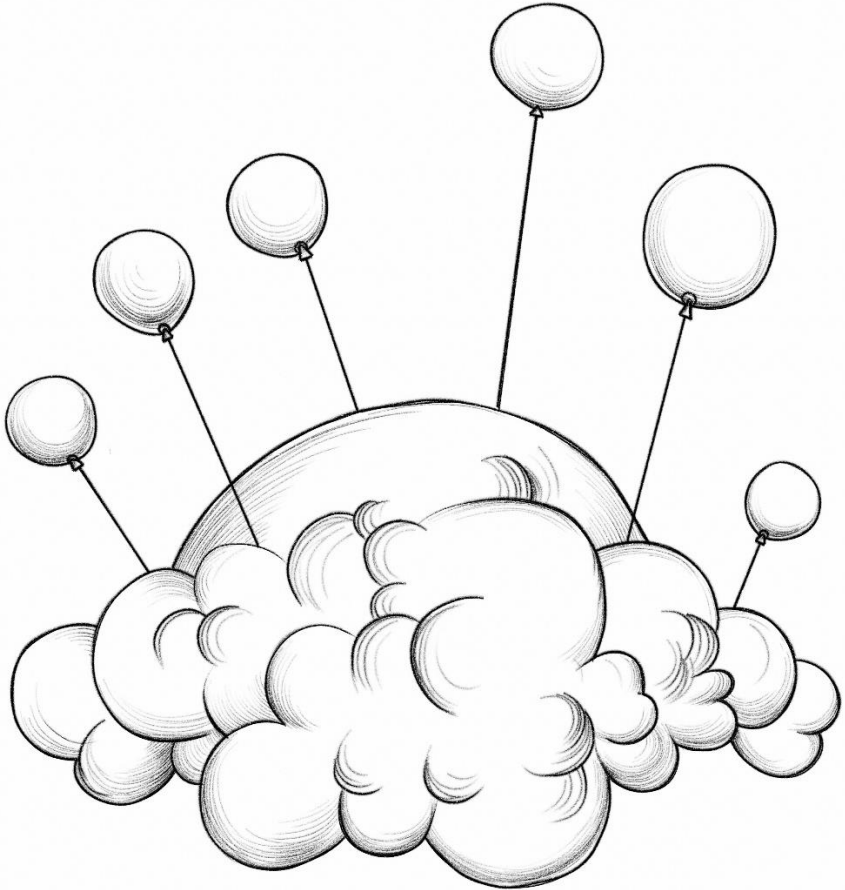
*For example, he takes care to present the products, and at the checkout, his warm and kind words make a difference. During the work breaks, his genuine interest in his colleagues' lives and their little victories puts a smile on their faces.*

*Over time, Gabriel has become a pillar of strength at work and in his family. His reliability and integrity have earned him respect.*

*When Gabriel returns home after a long tough day, he makes sure he spends some precious time with his children. He has always believed that all starts with small actions.*

*For these reasons, he is a hero in the eyes of his children, his colleagues, and his family. Not because he just does a decent job, but because he always brings that little extra touch.*

---



*Our personal Elevation, combined with that of other invisible heroes, elevates our society too*





## The obstacles of Elevation

Have you ever tried to do better and make positive changes? You have probably sometimes felt alone, frustrated, discouraged or even angry.

And I do not blame you! We feel like we are investing time, ideas, and energy to deal with the obstacles that are piling up, and suddenly, a little voice begins whispering to us:

“

*Why are you making so much effort?*

*Why change that, you know very well it won't work?*

*Why not just enjoy it?*

*Rest up and don't overdo it, it's no use...*

*Think of yourself, be selfish.*

*Impose yourself or they'll crush you.*

*Shut up, what you're doing won't change anything.*

*Don't do anything, you'll just make the situation worse, and nothing good will come of it.*

*That's the way it is anyway.*

”

These petty slanderers kill slowly our desire for change and portray the difficulty, loneliness and energy needed to build, evolve, and improve.

A metaphor would be to row against the current of the river of conservatism. And, in the face of this resistance, we sometimes lose our motivation and, in the end, choose to let ourselves drift quietly into this current of conservatism, saying to ourselves:

“

*What's the point?*

*In any case, my participation doesn't change anything.*

*What I do has no impact.*

*Nobody wants to change anything.*

*It doesn't work.*

”

Faced with this situation, the concept of Elevation aims to give a backbone to our effort, our energy, our will, and our inspiration. Like a reed, we bend but do not break by adapting. Despite headwinds, we continue to believe in our positive impact.

However, to achieve our goals, it is not essential desiring to transform everything: what is important is to start making the difference around us by becoming the heroes we aspire to be.

Let us not forget that when we lift ourselves up, we raise our society and our world too.



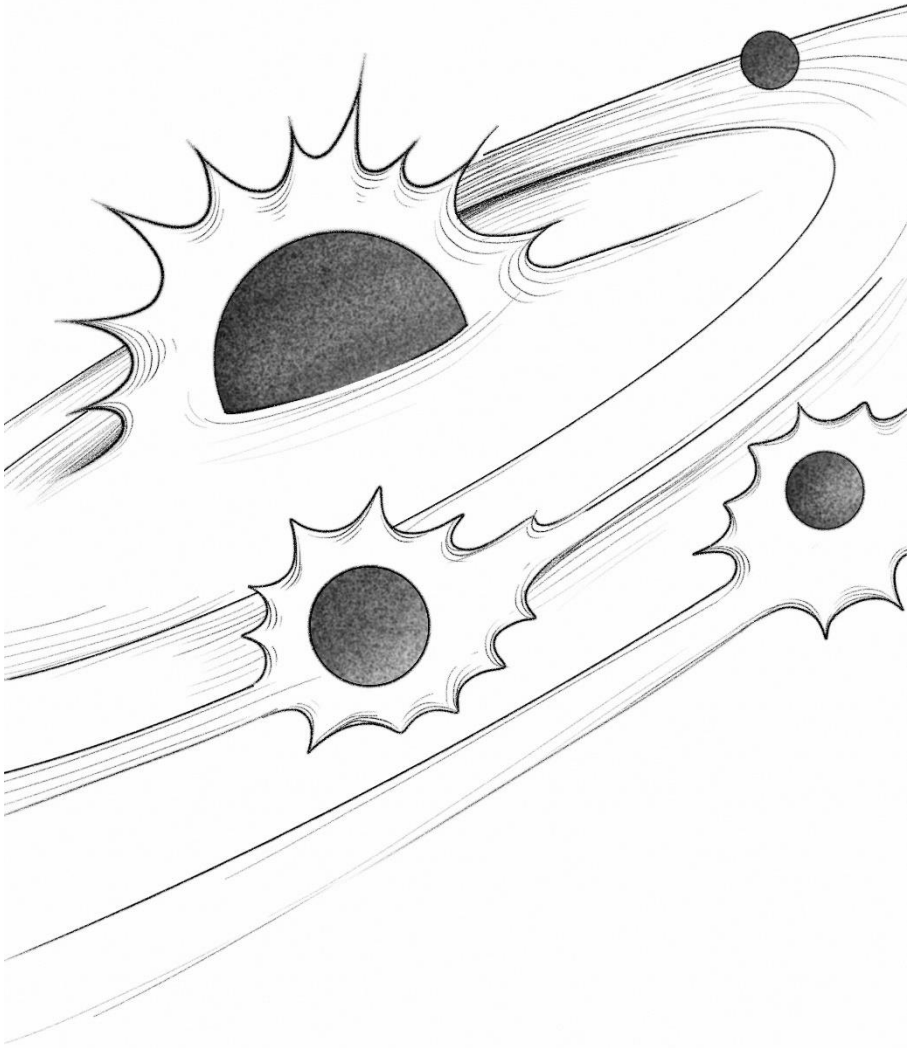
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*Alice is meticulous, a trait that shines through her whole life. A good example, apart from her job as a teacher, is her flat, where everything reflects the passion and time invested in the details.*

*However, she could take the effortless way out and listen to her colleague saying repeatedly, “Why would anyone go through all this trouble for these spoilt children?” or “We're not paid enough to make any extra effort.”*

*Yet Alice remains true to her principles. She knows that her work goes beyond judgements of value or remuneration. What matters to her is the positive impact she creates for everyone.*

---



*Despite the obstacles, our Elevation has a positive influence on ourselves and others*



## The absence of Elevation: The stagnation

Do you have acquaintances who are no longer seeking to evolve, like being stuck in stagnation?

Elevation is a constant task requiring energy, desire, and hope. Yet sometimes we naturally find ourselves in a period of stagnation, as if against a glass ceiling. This can happen at any stage of our lives. I am sure you have an event that comes to your mind.

Elevation does not mean being in a constant action or performance. In fact, we necessarily oscillate between phases of ascent, flatness, and descent. A bit like the steps of a staircase or even the teeth of a saw. Sometimes, we need to deconstruct for rebuilding and finally be able to rise again.

These periods of stagnation are only problematic when they become permanent.

So instead of being a staircase, our Elevation gradually flattens out and progressively disappears.

It is as if a lot of effort had gone into getting to a certain stage and that it was now enough just to stay there. Like the complacency of “enough is enough” sets in. While this situation may be right at a given moment, in a long term this stagnation asphyxiates us. In short, to use a well-known expression, like Caesar, we rest on our laurels.

Elevation, like a flame, needs to be fuelled with ideas, energy, passion, hope, and courage. Naturally, this flame is a virtuous circle that feeds itself. A person following their inspiration, their dreams, will accumulate confidence, experience, and knowledge over time. All of which in turn open a whole new world of possibilities.

Sometimes we still feel discouraged. Despite all our efforts, we have a feeling that we are not making any progress or even going backwards.

It is when we face our humanity and realize our limits. At this moment, we are seized by doubts and questioning:

“

*What am I doing wrong?*

*What's wrong with me?*

*What do I need to change?*

*Am I the problem?*

”

During these seasons, it is important to take a step back and look at the bigger picture. With this new perspective, we can revise our strategy, tactics, and positioning.

Then, an important thing is to persevere; to break through this glass ceiling that limits us. After all, we can bounce back and hang on because:

“

*Life is an eternal restart.*

”

In the end, our reflexes always need to feed our spark of Elevation. By feeding it, the Elevation spark will encourage us to continue, to create, to change, and to find solutions.

On the other hand, if we stop feeding this flame, our capacity to create dries up. Stagnation sets in and our energy diminishes over time. If this inertia persists, it can lead to progressive destruction, as we will see in the next chapter.



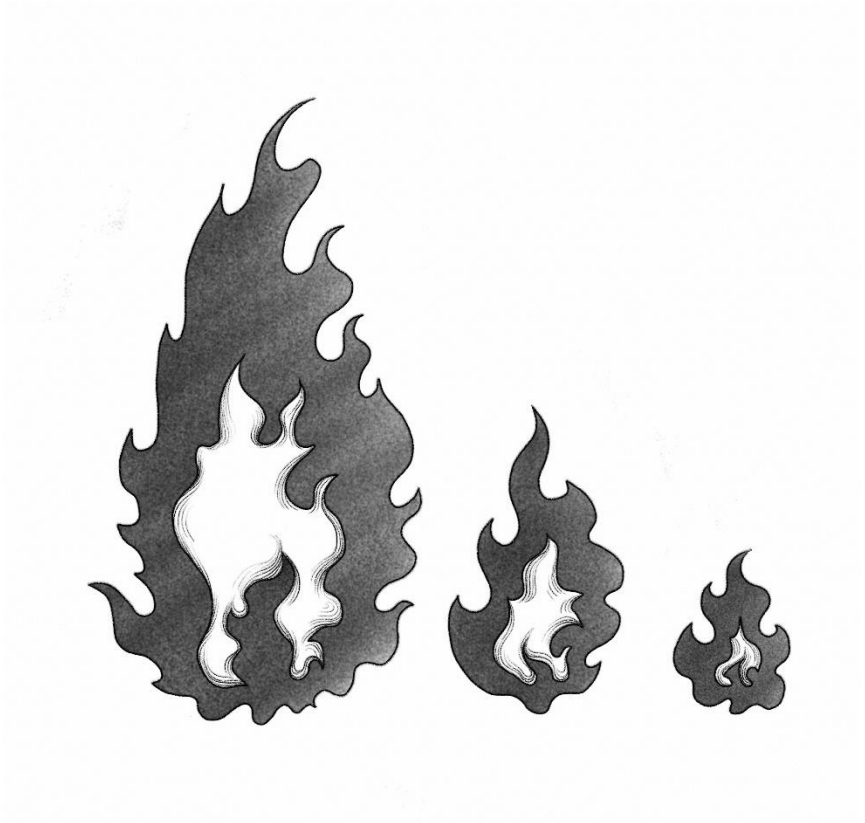
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*Gabriel was deeply aware of the stagnation of his town because of his regular discussions with colleagues and residents.*

*Thirty years earlier, when Gabriel was just a child, the town had undergone a remarkable improvement, the fruit of a collective commitment. Everyone had more space to live in, a car, and machines to make everyday life easier. Then, a change in social thinking took place. After all, why not to savor the moment, focus on your desires, and concentrate on yourself? In a way, the idea was justified.*

*However, while the society lived on its achievements, stagnation insidiously set in, never to be reversed. Everyone became so absorbed in their own personal world that a habit of innovation, change, and evolution gradually dried up.*

---



*Stagnation is gradually suffocating our Elevation*





## The antithesis of Elevation: The destruction

Have you heard of people who enjoy destroying, breaking, stealing, or vandalizing? You certainly have. And when you think about it, it probably provokes a feeling of frustration or even anger.

I do not blame you! It is an unfortunate fact, that while most of us naturally follow a sort of positive Elevation, there is a small minority of people who lean in the opposite direction. Unfortunately, this group of malicious individuals has a great deal of influence, since this degradation is easily accessible, can be individually rewarding, and requires little energy.

Don't you agree that it is always easier to destroy than to create, and to take rather than to give? Unlike Elevation, which requires investment, destruction requires nothing. Destruction can manifest itself directly as violence, aggression, delinquency, theft, racketeering, or war. It can also manifest itself indirectly through criticism, insult, intolerance, ignorance, corruption, or cheating.

Destruction often serves a personal goal of power, influence, resource capture, domination, or self-assertion.

Destructive behaviour may bring short-term benefits, but degradation never leads to creation in the long run. The cycle ends when there's nothing left to take.

Why do some people turn barren land into an Eden Garden, while others turn paradise into a desert? The answer lies in the values they uphold. Destructive people tend to prioritize values like strength, power, greed, egoism, domination, submission, or subordination. Elevated individuals, on the other hand, prioritize values like freedom, knowledge, research, respect, reflection, equality, justice, sharing, creation, and inspiration.

It takes real talent to turn a desert into a paradise, unlike wars that can easily do the opposite.

Given this disproportionate impact, destruction is like a disease that develops rapidly if nothing is done. As a result, it must be fought, contained, and punished severely to ensure that it never pays off and never spreads.



*Alice remembers living with her family in a different place as a child.*

*Like her brothers, Alice's parents had a tendency to take advantage of society, preferring to take instead of giving.*

*It was so easy to take; the doors were wide open with little to no control. "Why should we deprive ourselves?" they thought; "Respecting the rules is for others, especially when you have such generous sheep at your disposal."*

*Unfortunately, they were not the only ones to behave this way. And those who worked, who invested, “the sheep,” endured this situation. After all, who wants to give only to be plundered?*

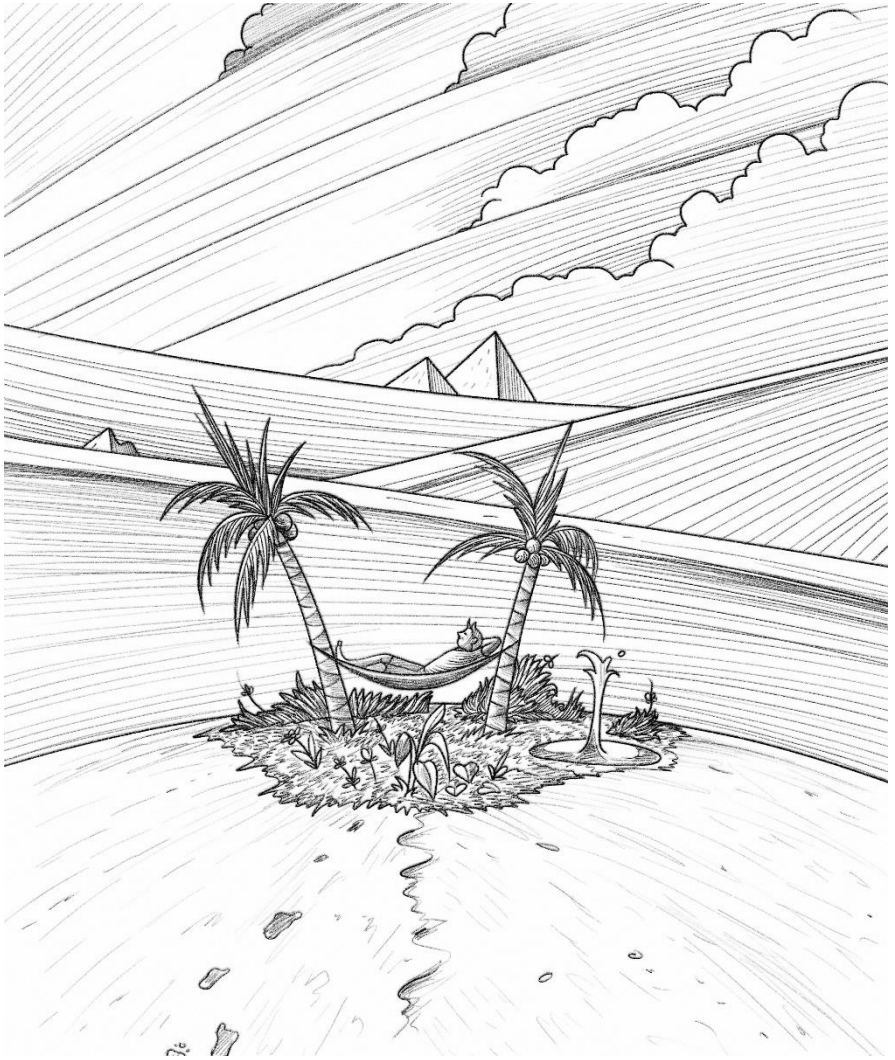
*One day, these workers left in search of new horizons where their contribution would be rightly valued.*

*As a result, the situation deteriorated and the already fragile equilibrium collapsed, further precipitating the leak of the deserving.*

*There was abundance before, but suddenly there was scarcity. Everyone demanded their share, but nobody contributed.*

*Unsurprisingly, what had started out as a paradise was now turning into a desert.*

---



*It is easy to turn a paradise into a barren place, but it takes real effort to make a desert blooming.*



## The guilt of Elevation

Have you ever felt guilty about your success, your achievements, or what you have created?

It is true that when being in Elevation, we can easily feel privileged to possess more knowledge, resources, skills, or opportunities than most people.

Yet Elevation requires constant personal investment, risk-taking, and courage. Often, we must deprive ourselves from short term pleasures and accept difficult choices before reaping the rewards of success, perhaps much later.

From an individual perspective, we can consider a scenario of relinquishing a pleasurable activity to focus on an essential task. Alternatively, we may choose to dedicate our time and resources to a career that may bring meaningful outcomes in the future.

In a society, this would imply that it is made up mainly of individuals united by shared positive values. And rather than aiming for immediate personal gain, they would opt for a win-win approach. For example, by making savings to build infrastructures that are useful for everyone, or by

giving up certain immediate desires in order to finance promising projects for the future.

Clearly, smart choices have a beneficial multiplier effect: Elevation has a progressive leverage effect thanks to the accumulation of different skills, resources, and knowledge. Then, this aggregation, at every new stage, fuels a desire to aim higher and further than the previous one, like a space rocket.

Over time, this exponential progression gradually results in a widening gap between Elevation, Stagnation and Destruction.

In economics, we call this behaviour "compound interest": the interest income linked to a resource is constantly reinvested, causing it to grow exponentially over time, like a virtuous circle.

To better understand this concept, let's imagine that we own an apple tree. Every year, this tree produces a certain amount of apples. If we were satisfied with the current amount, we could simply consume the fruit and wait for the next harvest. However, as the tree grows older, it inevitably produces fewer apples. This decrease in production marks the beginning of stagnation, which gradually leads to decay and ultimately, the tree's destruction.

Another option would be to cut down the tree, sell the wood and eat the whole harvest for an immediate profit. But then we would have no future harvest. This is destruction.

The third way would be to plant some of the seeds from these apples. New seedlings would then grow and bear fruits. This approach would guarantee a gradual increase in harvests over the years, as well as the replacement of older apple trees. This is the principle of compound interest and leverage. In other words, of the Elevation.

And, faced with the results of such a virtuous circle, reproaches from others and guilt towards us can appear: "Why do you have more than I do?"

From an outsider's point of view, we mainly see the benefits, which are the visible part. Quite often, we overlook all the work done upstream. It is as if we were only looking at the visible part of an iceberg, while omitting the gigantic, submerged part which, on average, represents more than ten times the emerged part.

"Elevation" is ultimately a choice that is available to most individuals and societies, regardless of their origins, gender, resources, or initial knowledge. Even if they feel like they are starting from a disadvantageous position or in an unwelcoming environment, they still have the potential to evolve positively. However, it is crucial to protect oneself effectively against destruction, and to a lesser extent, stagnation.

We can only compare ourselves to our past selves and strive to become the heroes we aspire to be.

For these reasons, there is generally no need for guilt or blame since Elevation is a choice of investment. The leverage effect and the compound interest invariably lead to reaping the rewards.

Unfortunately, Elevation is not always possible, even if it is desired. Consider individuals or societies who strive to elevate themselves, only to be met with destruction in the form of war or domination. We are referring to victims in this context, who would also aid us if the roles were reversed.

If such a situation arises, we have a responsibility to act. We must fight against destruction. What practical actions can we take?

We need to remember that it's important to devote some of our energy and resources to help people and communities that are caught up in a downward spiral against their will. It's only right to extend a helping hand because we never know what the future may bring and how it may affect us. After all, if we were in a similar situation, we would hope for others to lend us a hand as well.

It is best to address the root cause of destruction rather than intervening without addressing the origin, which may only displace the problem.



*Recently, Alice received an unexpected phone call from her mother, who asked her for a considerable sum of money to contribute towards her brother's bail, as he participated in a trafficking operation that went wrong. In short, Alice's mother feels that her daughter should contribute financially, considering that the fact that she has been supported by her family for many years, justifies a contribution.*

*Stunned by this request, especially after years without family contact, Alice finds herself torn and guilty. She had always hoped for reconciliation with her family, but did not want to get involved, especially if money was involved. She explains that she would be happy to help, but unfortunately has limited means.*

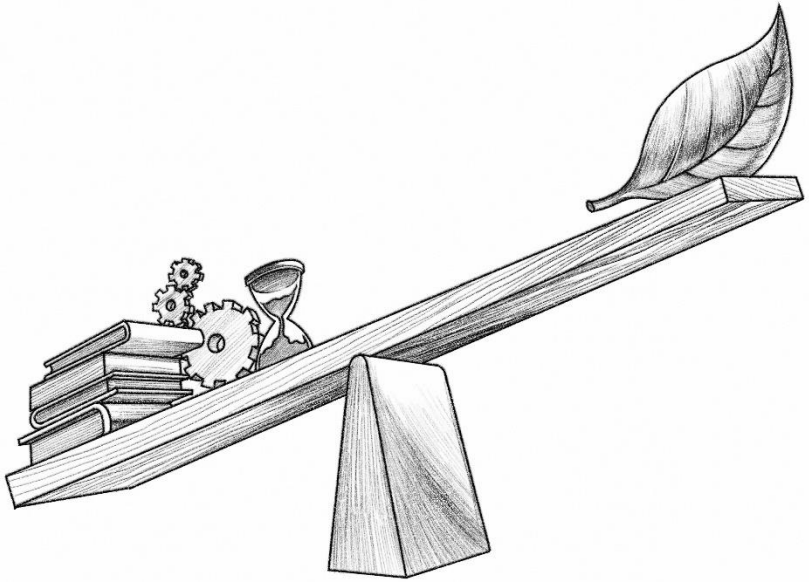
*Despite everything, her mother insisted, arguing that Alice, having a good situation, had a duty to support her family and otherwise, she would no longer exist in their eyes.*

*Faced with this ultimatum, Alice chooses to kill all her hopes of reconciliation. Her family had always treated her like dirt and had given little in return.*



*For this reason, Alice decided to put her guilt aside. If she is where she is today, it is mainly thanks to her and the help of her society, and not because to her family.*

---



*Elevation has a significant leverage effect through knowledge, resources and skills accumulated and multiplied by compound interest.*



## The ultimate goal of Elevation

Ultimately, what is the purpose of Elevation and what is the point of becoming your own hero? Can we really make a difference and change things for the better?

Yes, because even if our Elevation seems tiny now, it grows over time. Not to mention other heroes who are also acting on their own to make an impact on the world. You are not alone!

Now, let us imagine that our society is a gigantic ocean liner moving in a certain direction. This boat has an immense inertia composed of its mass and its movement. If, suddenly, a few people would try to bend the direction of this gigantic object by getting into the water on one side or the other, there would be no immediate visible effect.

However, this formidable boat would imperceptibly begin to tilt to one side. And, little by little, this change of direction would become increasingly perceptible.

Through our Elevation, we can influence the direction of our lives, our society, our planet, and our universe. Even if the impact is small, it is real.

Consider the butterfly effect. The simple flapping of butterfly wings at one end of the world could, in theory, trigger a major weather event at the other. To illustrate this further, imagine a modest snowball starting its descent down a slope, gradually growing, and accelerating until it becomes a massive avalanche. That is the snowball effect.

These examples highlight the impact that our combined efforts are having, even if they seem modest at the outset.

In short, an ultimate goal of Elevation is that through these individual actions, multiplied both in number and over time, the positive impact should be such that it enables us, our society, and our world to push back the limits of what is possible in different fields like social, scientific, artistic, economic, political, and spiritual.

Through our personal Elevation, we contribute step by step to making this vision a reality. We belong to this collective movement of heroes dedicated to making a positive impact, which is Elevation.

Seneca said as long ago as the first century:

“

*It's not because things are impossible that we don't dare, it's because we don't dare that they are impossible.*

”

And Mark Twain in the nineteen centuries:

“

*They didn't know it was impossible, so they did it.*

”

Isn't the impossible just a succession of possibilities?



---

*Gabriel loves to lose himself in the contemplation of the moon and the stars. Like many people, he dreams of one day walking on their distant surfaces.*

*It is aware that such a desire cannot be achieved alone. Indeed, this aspiration requires a collective effort, as well as a synergy of technical, economic, and social resources.*

*However, to envisage this future, the present must first offer the right conditions. In his city, where the lack of change is predominant, the priority is personal profit rather than the realisation of big dreams.*

*Gabriel knows that this state of mind stands in the way of progress. For him, real change starts with improving society, the first step towards a future where we can dream big.*

*He may not live to see that day, but Gabriel hopes that his son or grandson will be able to live that dream. After all, who knows what the future is made of?*

---



*With each step we personally mount, we also contribute to the Elevation of our society  
and our world.*



## Elevation in practice

So, how do you become your hero? How do you make a difference and, above all, where do you start?

In practical terms, let us now look at how Elevation translates into our lives. How can we influence our society and our world? Particularly, how can we become the heroes we aspire to be?

It all starts naturally every morning when we wake up. Each of us encounters difficulties, frustrations, problems... The important thing is not to compare ourselves, but rather to know how we deal with these difficulties.

Faced with difficulties, we have two choices: complain, cry, and be angry, or approach these trials with relative serenity, look for ways to overcome obstacles, and let our inspiration guide us.

In fact, Elevation is a state of mind. Once we have the right mindset, everything takes shape. Then, we are ready to overcome our difficulties and elevate ourselves.

Why are the great figures in our history, such as Gandhi, Mandela, Lincoln, Gutenberg, Tesla, Pythagoras and Archimedes, remain positive examples and heroes for us today?

Were they more intelligent? Maybe they were.

Did they have more resources? Perhaps they did.

Were they luckier? Probably they were.

Were they in the right place at the right time? Maybe they were.

But one thing is certain: they possessed a positive state of mind focused on innovation, inspiration, intelligence, and kindness towards themselves and others. These qualities enabled them to overcome various difficulties and achieve what seemed impossible the first time.

However, now these achievements have turned out to be entirely possible. Once thought utopian, their creations became a reality and commonplace.

Take electricity, which is now a normal part of life. And yet, when you think about it, the concept of an invisible but efficient form of energy was unthinkable, even inconceivable before it was invented.

In short, all the laurels go to these inventors, both known and unknown, who followed their Elevation. Thanks to their positive state of mind, they were able to develop knowledge, acquire the necessary resources, and create opportunities for success.

Without a doubt, the situation was far from easy victory, and they went through challenging periods of time, haunted by doubts and thoughts of



abandonment. But they persevered, despite the cost, to achieve the impossible in their own time.

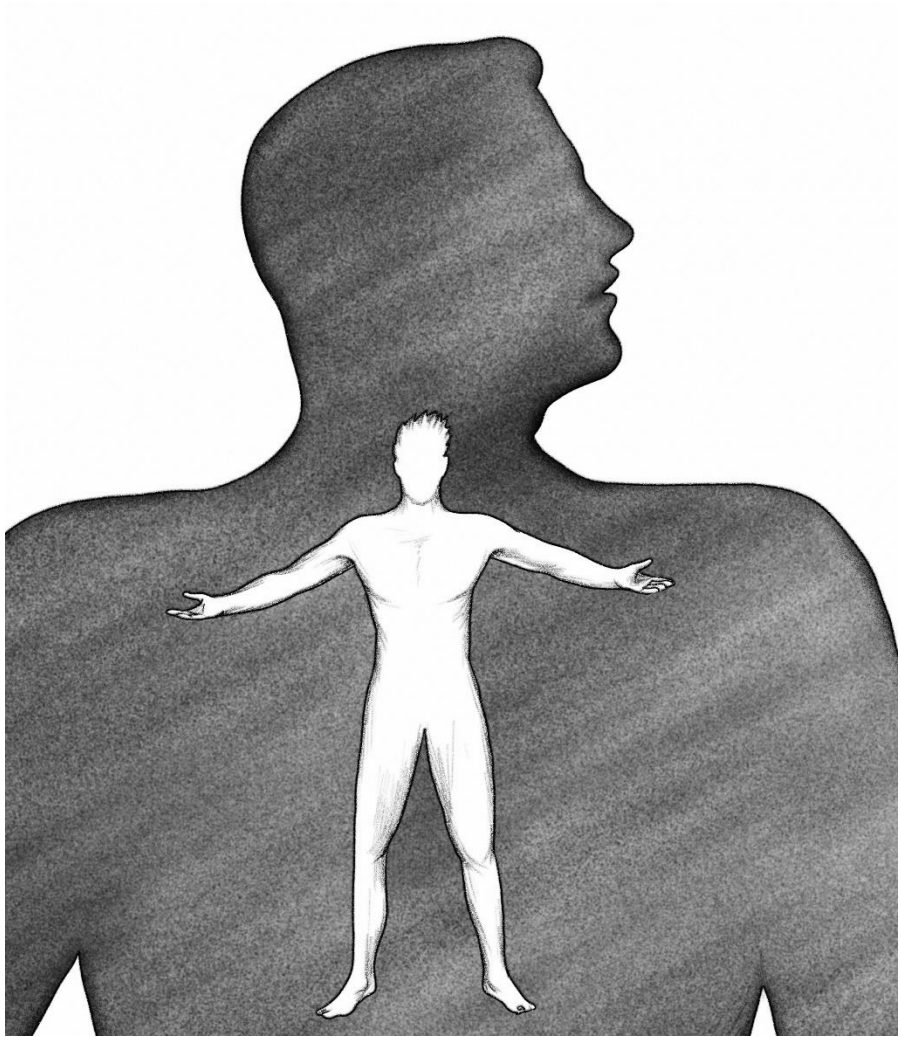
As a result, thankfully to their state of mind, they grew personally, step by step, and became the role models they aspired to be. Ultimately, their Elevation directly benefited everyone and continues to have a positive impact on the world today for all our sakes. Were they born heroes? Certainly not, they gradually became heroes.

Henceforth, we can see that Elevation is the fruit of arduous work and is not innate. It requires the cultivation of qualities that we all possess intrinsically, such as intelligence, benevolence, inspiration, honesty, and courage.

In short, by working on these qualities, we can rise through accumulating small steps to accomplish our mission and make the impossible of our time possible. We persevere despite the challenges we may encounter and, in doing so, become our own heroes.

For these reasons, our potential is immense. We are all capable of having ideas and of changing things for the better for ourselves and for others. We simply need to believe in our capacities and give ourselves the means to achieve our ambitions. We all have within us the seeds of heroes, geniuses, and positive change.

Obviously, difficulties and problems will always be present, ready to block our path. However, we can overcome them thanks to our qualities and our willingness to adapt.



*We gradually become our own heroes*



## The five qualities of Elevation

What are your qualities? Do you know what they are? Do you think you are courageous, intelligent, inspiring, caring, and honest?

Most of us will think so.

Elevation is determined by the five qualities that we can all cultivate. These qualities continually inspire the heroes of our tales and stories.

You do not have to think that you have all these qualities, or even that you are a hero. As humans, we have the wonderful ability to learn, adapt, and improve.

Hence, like a muscle, the more we work and use these skills, the more we strengthen them. I guarantee you, that anyone can become the hero they aspire to be. So, let us take a closer look at each of these qualities.

### **Inspiration**

Have you ever been stuck, with no solution in sight, and then, frustrated, stopped everything? Then, after resting your head, your mind wanders, and suddenly the solution magically appears.

This is the inspiration that fosters Elevation, propelling us ever further and higher. It's the same inspiration that urges us to strive for improvement, to innovate, and provides us with avenues for change. Without it, we would lack goals and dreams.

Let's consider a few examples. Inspiration compels an artist to create, an entrepreneur to innovate, a politician to enact change, or an individual to strive for their best self. Our imagination births the dream, which then materializes into reality.

Simply put, cultivate your inspiration by allowing your mind to wander and explore new ideas. Even if the concepts you conceive appear fanciful, they often prove more achievable than anticipated. Once again, the impossible is merely a sequence of steps combined.



---

*Gabriel often has his head in the clouds, but this daydreaming inspires him.*

*He has numerous projects in mind, whether it involves playing with his children, solving problems, or fixing things.*

*Recently, however, he has allowed himself more time for daydreaming, as he has decided to let his inspiration guide him towards his dream of change for his city.*

---

## Goodwill

Think about the last conflict that affected you. Did you try to ease the tension, or did you deliberately exacerbate the situation? It is likely that you opted for appeasement and benevolence, convinced that this was the wisest course of action.

Kindness allows us to understand, to put ourselves in the other person's shoes, and to feel their emotions. It is the compass of Elevation, giving us the right direction. Goodwill starts with a good intention, a desire to help others, and aims to make the world a better place.

First, we can develop kindness towards ourselves, with whom we are, most of the time, far too demanding. It is perfectly normal to make mistakes, to try and try again to improve. It is by trying, failing, and correcting that we become our personal heroes.

However, we are, of course, referring to intelligent benevolence, devoid of naivety. Indeed, everything must be earned through the right attitude and has its limits. But in the face of destructive attitudes, there is no room for complacency.



---

*Alice is not particularly patient... yet she does demonstrate patience with several students who struggle with certain exercises but exert considerable effort to succeed.*

*In this context, she exercises her benevolence and harnesses her ingenuity to find alternative ways of explaining abstract concepts.*

*However, Alice no longer feels any affection towards her family as she believes they do not deserve it.*

---

## **Intelligence**

Imagine you must cook a dish for someone important to you. You want to spoil them and choose a recipe you have never made before. Then, you will implement a strategy for success, consisting of distinct stages.

This scenario exemplifies our intelligence in action, enabling us to plan, invent, progress, and improve. It serves as the architect of Elevation.

Our ingenuity empowers us to achieve our goals by constructing success, brick by brick, step by step. Along the way, it also identifies weaknesses in our approach and inspires us to find solutions that propel us toward our objectives.

Contrary to widespread belief, intellect is not solely a matter of luck. As commonly accepted, the average genius comprises 50% knowledge, 30% curiosity, 9% willpower, and 1% talent.

Therefore, we can readily enhance our intelligence by stimulating our curiosity and learning from our mistakes.



*Despite having numerous innovative ideas and grand dreams, Gabriel doubts his own intelligence. This self-perception and limiting belief hinder him from acting.*

*Consequently, he convinces himself that others, supposedly more brilliant, would be better suited to initiate change. However, he continually awaits these supposedly more enlightened minds, who never arrive. Yet, recently, he has come to realize that the impetus for positive change might indeed originate from within him.*

---

## **Courage**

Have you ever continued to invest yourself in a situation that seemed complicated? And by sticking with it, did you achieve your goals, against all odds?

That is courage, the driving force behind Elevation, giving us the energy to persevere in the face of adversity. Because yes, fulfilling our mission is a path strewn with pitfalls.

Fortunately, our willpower gives us the resources and strength to move forward. What is more, it allows us to deprive ourselves of tempting and immediate rewards so that we can reap the benefits in the longer term.

That is why, even though we fear the unknown, we are often too pessimistic about our ability to adapt. So, let us not hesitate to take small steps out of our comfort zone and explore new horizons.



---

*If Alice had conformed to her parents' expectations, she would have embraced the life of a housewife with an arranged marriage without ever raising any objections.*

*However, she chose not to follow this path, running away from home at the age of eighteen.*

*This bold choice then opened the door to a career as a teacher, making her dream come true. Thanks to her will and courage, and by relying on her intelligence, Alice has ventured out of her comfort zone to brave the unknown.*

---

## **Honesty**

Imagine you're walking down the street when suddenly you spot a misplaced wallet. Inside, there are identity cards, insurance cards, library cards, and a sum of money. What would your instinctive reaction be?

You'd probably decide to find the owner and return the property, knowing that if the roles were reversed, you'd appreciate the gesture. But also, because your sense of honor dictates that this is the right thing to do, even if you gain nothing.

This is honesty, the cornerstone of Elevation. It's what fosters trust within ourselves and among others. Do you trust cheaters and liars? Certainly not.

Consequently, without integrity, Elevation isn't possible. However, honesty doesn't imply total transparency; we're all entitled to our private lives. But it's crucial to avoid corruption, coercion, lies, deceit, and cheating.

Indeed, while such behaviour may benefit a few dishonest individuals in a short term, it's detrimental to our society. This "Win-Lose" strategy ultimately leads, as we've seen, to a "Lose-Lose" situation, resulting in destruction.





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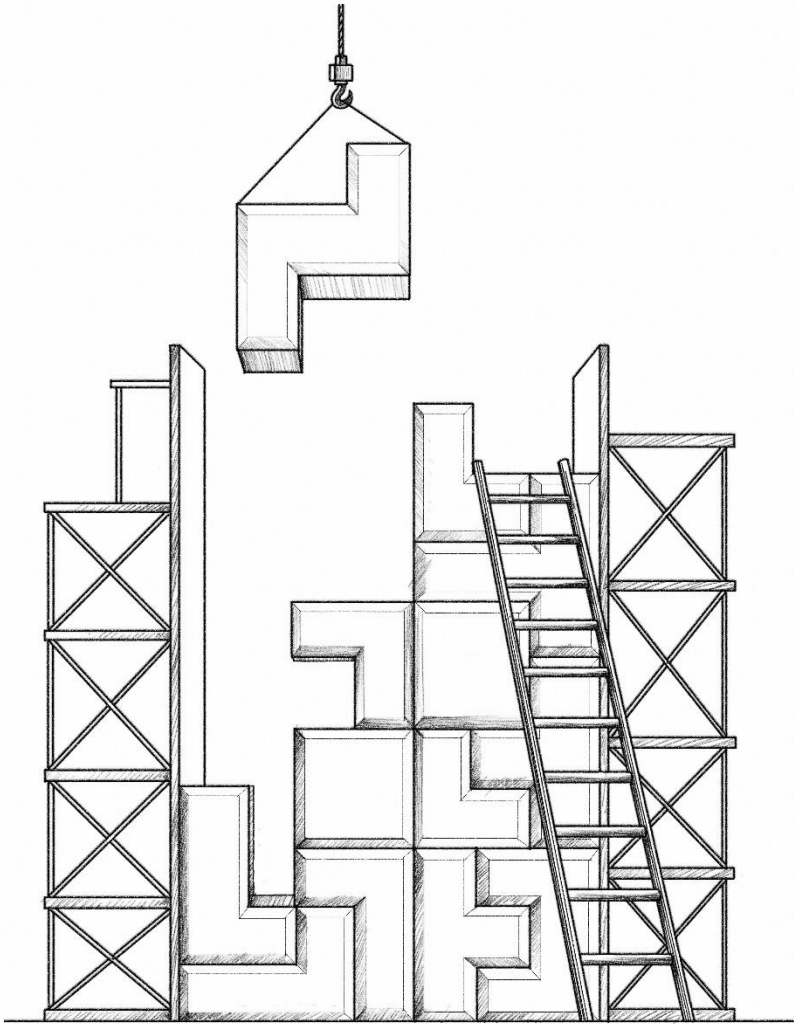
*For more than 10 years now, the same politicians have been elected to power in Gabriel's city. They promise the best, but nothing changes: the rich get richer while the poor remain in precarious conditions.*

*Yet, they're re-elected repeatedly during each term.*

*Gabriel, rightfully disillusioned, has lost all faith in the system. Promises made are never kept, not to mention scandals involving prostitution, money, and power. Why is it so difficult to simply be honest, he wonders?*

*At the end of the day, a little integrity and honesty could significantly improve the lives of the entire population, even if, in the short term, it might appear less beneficial on an individual level.*

---



*We become the heroes we build. Inspiration stimulates us, goodwill guides us in the right direction, intelligence builds success brick by brick, courage helps us persevere, and honesty ensures the quality of what we build*



## The personal Elevation

Are you satisfied with yourself? This is the first stage of our Elevation.

Indeed:

“

*Charity begins at home.*

”

This adage illustrates the importance of taking care of ourselves so that we can have a positive impact on others. Hence, we need to take constant care of ourselves, both physically and mentally.

In truth, to commence your personal Elevation, it's crucial to ask yourself simple questions such as:

“

*How to eat better?  
How can I improve my home?*

*How can I reduce stress?*  
*How can I sleep better?*  
*How do I get up in a good mood in the morning?*  
*How can I get fit?*  
*What are my flaws and how can I work on them?*

”

These questions may seem elementary, but they already open avenues for us to explore.

Although a natural reflex might be to want to change everything immediately, to achieve quick results, it's preferable to establish evolution over time by making improvements step by step. Elevation should be seen as a marathon, not a sprint.

Therefore, the primary objective is to achieve and maintain impactful results over the long term. And, as we saw earlier, with the right thought and slight changes here and there, we can really be effective.

Especially, by following the Vilfredo Pareto's law:

“

*80% of the result can be explained by 20% of the actions.*

”

This law shows that we can achieve remarkable results by implementing a few, simple, and intelligent changes. But of course, we will still need a bit of courage and willpower!

But it is worth the effort, because, afterwards, we will have more energy and availability to invest in other areas of our lives. In turn, these benefits will unlock new fields of possibility, allowing us to reach unsuspected resources within ourselves. Once again, we create a virtuous circle. Remember compound interest and leverage!

Moreover, this progression also leads to an increase in opportunities and in our satisfaction, which in turn will bring their own share of positive gains.



---

*Alice felt that she was often tired and that this lack of energy prevented her from taking part in activities outside work. It must be said that she was not doing her bit!*

*She compensated for this fatigue by drinking coffee and smoking throughout the day. Of course, this overload also had painful consequences, such as increased stress, nervousness, and anxiety.*

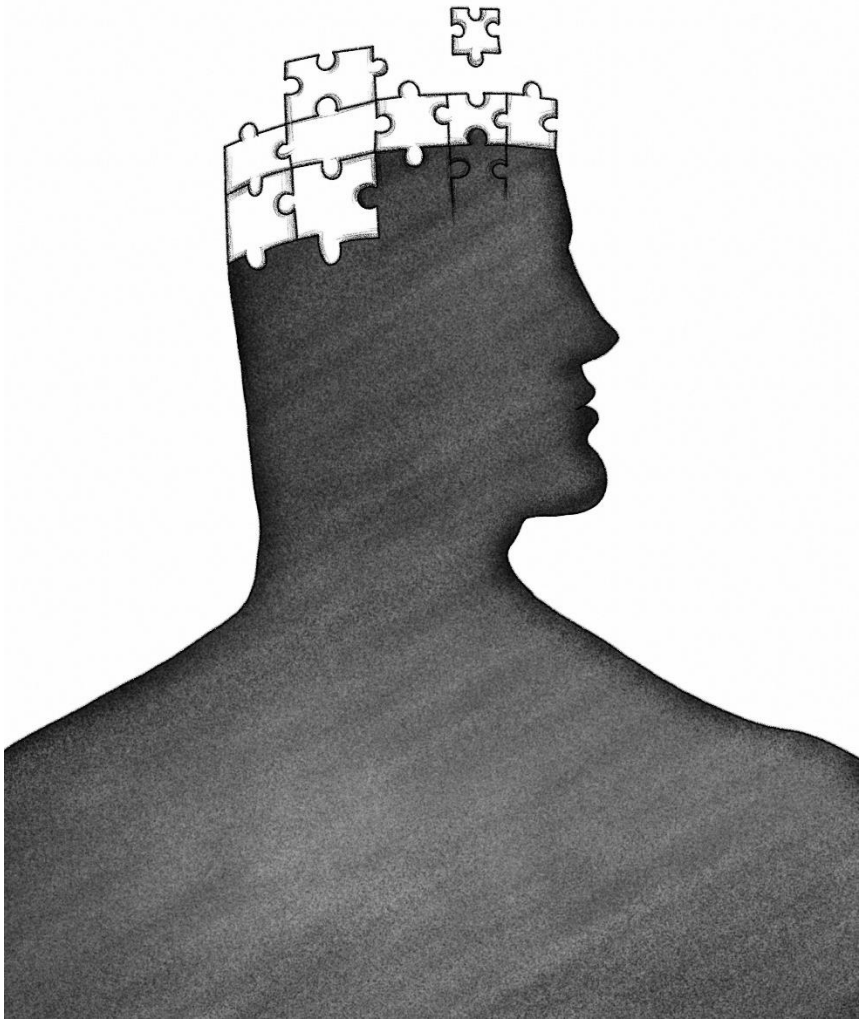
*Indeed, the weekend soaks did not help with recovery either.*

*But for Alice, it was a priority to find the time to invest in her new and exciting projects. So, she decided to change a few key points in her life: firstly, she decided to go to bed before midnight every day and to stop all digital activities before then. She also decided not to deprive herself of going out with friends, but rather to reduce her alcohol consumption.*

*Thanks to these simple actions, she immediately felt less tired in the following weeks. Naturally, with more energy available, she automatically reduced her harmful nicotine intake.*

*Furthermore, with less stress and nervousness, her quality of life has improved significantly. Now, Alice has more time and energy to invest in other areas of her life.*

---



*We become our own personal heroes by improving ourselves piece by piece, step by step.*



## The spiritual Elevation

What do you believe in? Do you know what your destiny is?

To answer these existential questions, our spiritual Elevation involves reflecting on our mission and our convictions. We can start by asking ourselves these questions:

“

*What is my place in the world, in society?*

*What would I like to change?*

*What is my vocation?*

*What does my intuition lead me to do?*

*What do I believe in?*

*What is important to me?*

”

These uncertainties may seem difficult to answer at first. However, if we give ourselves time to think about it, we can discern a general direction that gradually emerges. Like a blurred direction at first, then becoming clearer.



In absolute terms, there are no good directions, no straight paths, and no definitive answers. Without a doubt, it would be amazingly comfortable to have THE answer, THE right direction, or THE right path. Religions tend to respond to this need for meaning. But is it desirable and beneficial to do it this way?

As far as belief in a higher power is concerned, as humans, we have a natural need for reassurance. It is quite normal; we all want to give meaning to our existence. Who wants to feel useless?

But this need for meaning is as much a driving force as it is a burden. Wouldn't it be nice, from time to time, not to ask yourself any questions?

Here again, the answer is personal, filled with uncertainties. The most important thing is to focus on what we can understand and control: ourselves, our lives, and the direction in which we are heading.

So, we follow the path revealed to us by our introspection, like a signpost guiding us toward a path that is still hazy and distant. Initially, we follow it instinctively, then our inner hero gradually outlines the contours of our mission more precisely.

Following this road gives us the strength and courage to persevere because we are confident that we are heading in the right direction, even if the endpoint remains undefined.

In the end, it doesn't matter what the horizon holds because we know that we are heading in the right direction, and our fulfillment is found along the way, rather than at the end.



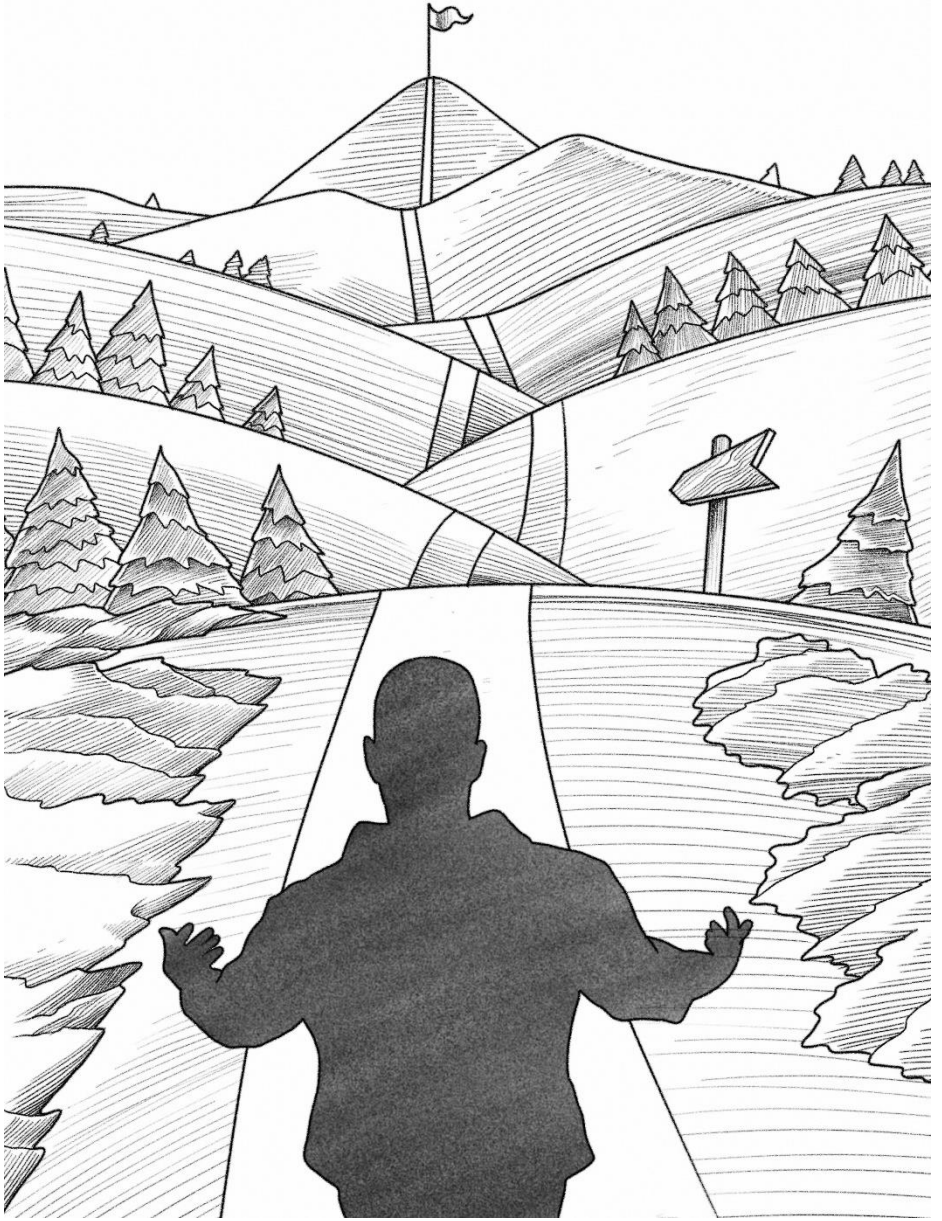
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*Gabriel is torn between his scepticism and his desire to believe in a higher power. He envies those who have faith without doubt. Faced with the unknown of the end, certainty would be comforting.*

*Yet he struggles with his rational mind, believing only what he sees, torn between his Cartesian mind and his aspiration to dream bigger.*

*In the end, Gabriel has chosen to believe in something greater while focusing on his mission. So, despite any fleeting doubts, he will be on the right track anyway, whatever the truth may be.*

---



*Spiritual elevation helps you find your way, no matter what lies on the horizon.*





## The professional Elevation

Does your work bring you pleasure or strain? Do you feel that your talents are appreciated and put to beneficial use?

I'm sure you'll agree that we all have natural needs such as eating, sleeping, healthcare, and relaxation. These needs are often fulfilled by others in exchange for something in return, usually in the form of work.

For example, a baker provides bread while an engineer designs plans for his future bakery. A teacher educates the children of a farmer who, in return, supplies her with fresh produce. In the end, everyone contributes their talents to benefit others.

Therefore, it's entirely legitimate for each of us to make a useful contribution to others and receive fair compensation, enabling us to meet our own needs.

However, this compensation can vary depending on the usefulness and recognition of our contribution. Would we exchange a kilo of pebbles for a kilo of apples?

Certainly not, as you'll agree! It's easier to gather stones, whereas growing apples requires skill and consistent effort.

That is why we call meeting the needs of others 'work.' This word often has a negative connotation, as it is perceived as a constraint rather than a real pleasure. But it is perfectly normal to work, just as others work for us, to meet our needs.

In our professional Elevation, the aim is to transform constraint into pleasure. A job is not just about meeting our needs and those of others; it must also contribute to our mission.

But what defines our work as a pleasure or a constraint?

Ultimately, it is all a question of how it fits in with our mission. If our profession is partly in line with our desires, then we will naturally have the energy and inspiration to devote to it. So, it will be a source of satisfaction and pride for us.

If this is not the case, our work will be totally disconnected from our aspirations and will generate stress and pain. In short, it will be a constraint. However, it is possible to transform a tedious job into a pleasant professional activity.

Often, it will be necessary to make a strategic readjustment. These changes will involve evolutions that seem impossible at first. However, you do not need to change everything at once.

In fact, by taking small steps, you will be able to make that readjustment between work and your mission that you find difficult now. You will then have the opportunity to elevate yourself professionally. This will have an impact both on you and on society.

Especially as, if you do not start now, you will be in this unpleasant situation for a long time. In a job that is hard for us, our talents are wasted and little used. On the contrary, when work is fun, we can express our full potential.

On the other hand, if your job is already aligned with your mission, congratulations! Keep improving, become your own hero, and change for the better, both for yourself and for others.

And, if you have the chance, do not forget to show your smart goodwill by giving someone that little push that may help them get started.



*Gabriel has taken a crucial step by resigning, ready to embrace the future. Now he finds himself at a crossroads: either his political dream comes true, and he becomes an agent of change for his city, or he finds another job.*

*Aware of the stakes involved, Gabriel has cut back on spending without depriving himself of the essentials. 'Where there's a will, there's a way,' he whispers to himself.*

*He is driven by a strong conviction that his vocation is to improve the lives of his loved ones and fellow citizens. By deploying his talents to the fullest, he hopes to embody the hero he has always wanted to be, rather than passively waiting for change to happen on its own.*

---



*Professional Elevation is the ideal synergy between mission, usefulness, and talent, so that we can become the heroes we aspire to be.*





## The economic Elevation

Are you more frugal or a spendthrift?

To begin with, our economic system is an integral part of our society and our lives. It regulates trade and meets everyone's needs, as we live in a world of limits. Our time is limited, as are resources, space, and energy.

Today, the most widespread means of exchanging goods and services is money. Although it makes exchanges much easier, cash also brings its share of problems: inequality, fraud, and frustration.

We have even developed a kind of idolatry of wealth, leading to the appearance of over-consumption products, services, and resources designed to satisfy (ineffectively?) our need for happiness, well-being, and success.

However, money is not inherently bad, and we can use it in both positive and negative ways.

To this end, economic uplift requires first recognizing the place of this resource as an exchange value. And like any tool, the result depends on its use. Imagine a hammer - it can be used to build or destroy.

It is therefore necessary to put the importance of monetary wealth into perspective.

Firstly, we can acquire a certain independence from it. I am sure you will agree that money does not bring happiness, even if it can contribute to it. Moreover, chasing wealth does not generate it or keep it, and can even distance us from our personal and social lives.

It should be noted that we are not all equal when it comes to this reality. In fact, this freedom of mind often depends very much on whether we had a secure or insecure childhood.

Of course, not having enough money to pay for housing, clothing, food, healthcare, or entertainment makes earning more money a priority. This priority will involve putting in place several strategies, such as changing jobs thanks to our professional Elevation.

But even when our basic needs are met, sometimes the specter of the fear of lack lurks. Do you experience such worries?

Often, these lack of perspective and fears give us the impression that we have little power to act or influence our economic system. And, even when this is not the case, we may feel that we are not getting our fair due.

And yet, by getting involved, we all hold collective power. In fact, we can have a considerable impact by consuming only what we need and buying only from people or companies that promote positive values such as transparency, sustainability, efficiency, and hospitality.

Qualities that mirror those of our personal Elevation: honesty, intelligence, goodwill, courage, and inspiration.

In the medium term, this attitude has a natural selection effect, retaining the good elements and effectively cleaning up the economic fabric of our society. Moreover, consuming less but better gives us increasing independence over time.

To go further, we can invest the surplus to further develop our economic Elevation and thus multiply our impact.

We can even combine economic and professional Elevation by choosing to produce certain goods or services ourselves that solve a widespread problem. For example, following an innovative idea, personal inspiration, or simply the desire to do better. Do you have such ambitions?

Since all work deserves to be rewarded, it is perfectly normal to expect a fair return on investment. In this way, we are creating a win-win strategy for everyone.

This approach provides a service by solving a problem, without exploiting it. This is the difference between Elevation and Destruction: a fair reward without guilt.

Moreover, this 'win-win' strategy has the added benefit of increasing both personal and overall satisfaction. Not to mention the fact that its transparency consolidates general confidence, a source of stable long-term prosperity for everyone.

However, if we do not have any ideas or a taste for risk, do not worry, we can still contribute by investing in projects that speak to our hearts.

In this way, we also create a positive impact both for ourselves and for our society.



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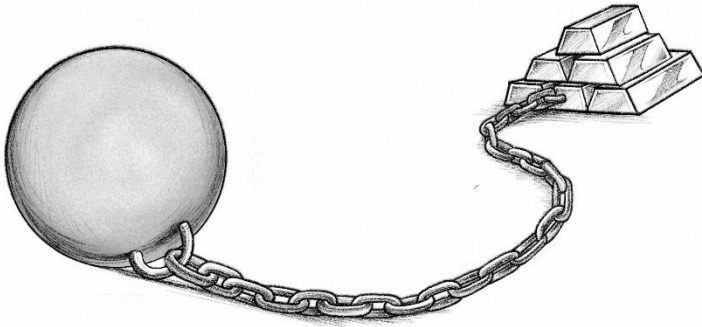
*Alice earns a comfortable salary as a schoolteacher. However, she only consumes what she needs. She recently decided to sell her motorcycle.*

*The motorcycle was quite comfortable, but it required constant maintenance, which meant a constant mental and financial burden. Now, from time to time, she rents one when the need arises, and she still has her car.*

*But Alice is not a born entrepreneur, and her work and community activities are more than enough for her.*

*For this reason, she reinvests her money in projects but avoids the "leaky bucket" policy: Her participation must bring about a return on investment as much as solve a problem. Put more bluntly, she aims to "plug a hole in the bucket" rather than just contribute to oiling a dysfunctional system where her contribution would be akin to pouring water into a leaky bucket, with no hope of change. When this is the case, it becomes a pointless process because it requires investments indefinitely, resembling a Ponzi scheme. With this strategy, everyone benefits in the long term.*

---



*The economic Elevation enables us to maintain our independence so that we can invest in the future and have a positive impact on it.*





## The political Elevation

Do you trust politicians? Chances are only moderately, and perhaps even the mention of them makes you feel frustrated.

Politics is the art of bringing together different beliefs, desires, and needs through negotiation, compromise, discussion, and organization. In reality, we naturally do this every day, starting with ourselves.

For example, we plan tasks, prioritize them, and schedule moments of relaxation in between. In this way, we are constantly making internal compromises between our diverse needs, desires, and values, which are like little political parties.

And this trade-off can be found on a much larger scale in our society. The only difference is that here it is a question of ensuring that everyone's needs, desires, and values coexist, rather than just our own. With, of course, the added complexity that entails.

And yet, while politics is innate and we personally practice it all the time, many of us do not appreciate it.

Do you vote? Do you have confidence in your political institutions? Do you feel you are properly defended?

In fact, what we do not like is misleading politics. Politics that promises us wonders through empty promises. Unsurprisingly, when the impossible is announced, there are, of course, few concrete results to show for it. Yet, this is a conclusion to which we are unfortunately often accustomed within our communities.

This problem does not arise when we interfere with ourselves, as in this case, we are at once voter, decision-maker, judge, and avenger.

Let us imagine for a moment that we were saying to ourselves: “Once I've done all these tedious tasks, I will never have to do anything tedious again.”

I am sure you will agree that this is an unattainable goal. After all, we don't know how many tasks we're talking about. It is also an unachievable promise. It is certainly not possible, or realistic, to dispense with all heavy work in the future.

Not to mention the fact that, in our communities, politics sometimes seem disconnected because it does not address what we consider to be the real problems. We are overwhelmed with unattainable, unrealistic ideals that play on different, contrasting feelings.

“

*More prosperity!*

*More safety!*

*More wealth!*

*More solidarity!*

*All foreigners out!*

*Let's make it great again!*



*Let's get our power back!  
Equality for all!*

”

Once again, these are vague, unrealistic, and unachievable concepts. So, it is perfectly normal to lose confidence.

Nevertheless, we need arbitration both in our lives and in our communities: this is what makes it possible for our diverse needs, ideas, and desires to coexist.

This is all truer when it comes to major projects requiring the commitment of substantial technical, human, and social resources, and therefore large-scale political intervention. While the potential is enormous, it is often difficult to implement.

For all these reasons, our political Elevation is defined primarily by the establishment, both for us and for society, of positive policies that can be trusted to be efficient, effective, and achievable.

It is perfectly normal for there to be a certain amount of inertia: the right policy takes time to produce results, even if they guarantee long-term sustainability. Even more so in the complex systems that are our societies.

Despite this slow pace, it is preferable to adapt and improve our often imperfect but partially functioning society in small steps. Because the strategy of destroying and then rebuilding everything risks creating a new system that is even more flawed.

So, to achieve these goals, it is vital that we all make our voices heard.

Especially if we live within this unique system we call democracy, which empowers us to express ourselves by voting and putting forward ideas via representatives, referendums, petitions, or initiatives.

We often forget that this freedom is an invaluable asset that many people do not have and envy us.

Has the right to think, to undertake, to speak, and to vote that you enjoy today always existed? Certainly not!

If heroes had not fought for freedom through revolutions, battles, strikes, riots, and demonstrations, we would still be crushed by dictatorships, caste systems, kingdoms, and empires.

And most of us would have unenviable roles, far removed from characters like king, emperor, sultan, prince, or princess.

Therefore, our political Elevation is about giving your voice and support to efficient, effective, and realistic change. Moreover, if we have ideas about how to change things for the better, political upliftment also means committing to implementing them.

To this end, we can join or create associations or political parties to promote positive, pragmatic, and useful impact, both for ourselves and for everyone else.

In short, by promoting transparent, realist, efficient, inspired policies, and ideas, we can only make politics more transparent and beneficial to our society.



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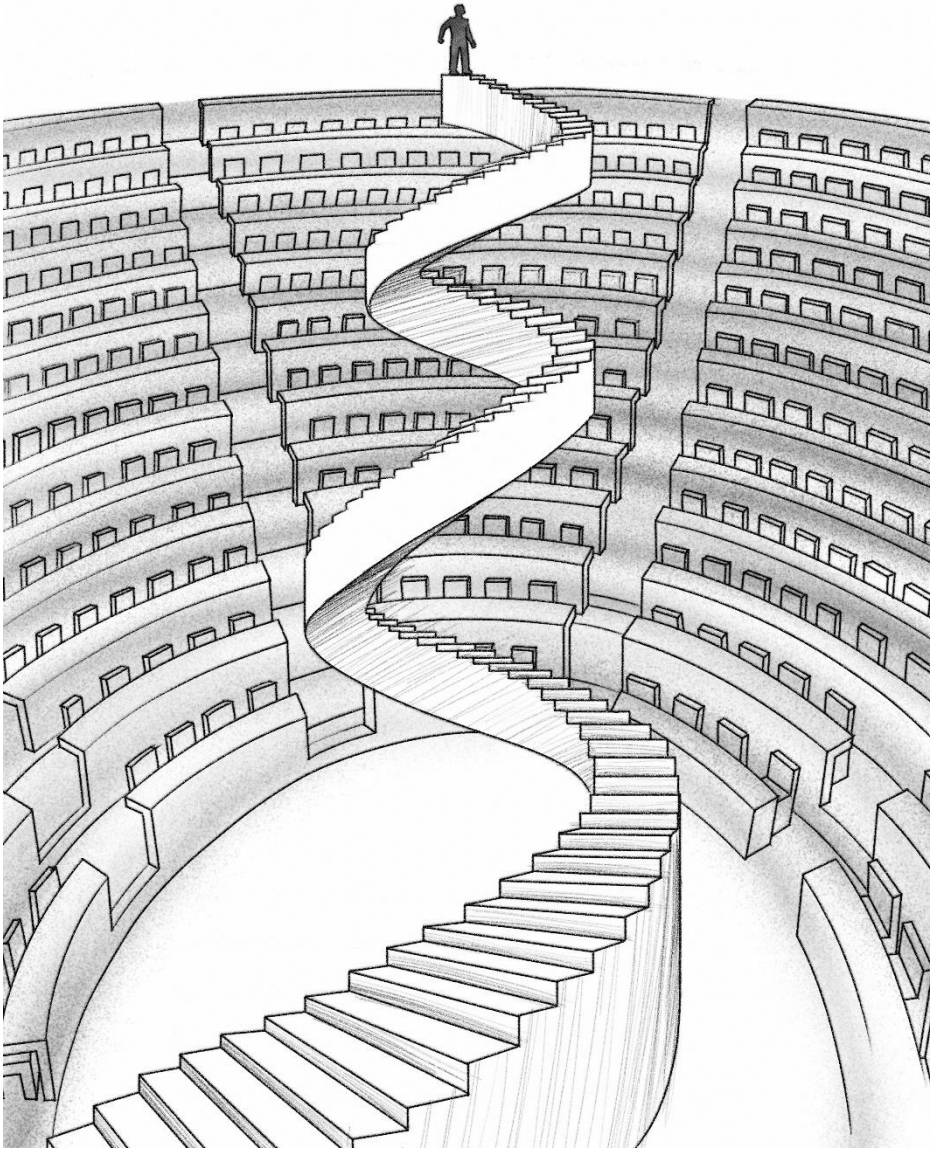
*Gabriel has long admired the emblematic figures of freedom such as Mandela, Lincoln, Gandhi, Luther, and Rousseau. However, he never considered himself equal to them, doubting his own intelligence and ideas.*

*For a while, he even gave up voting, thinking that his actions had no direct impact. But recently Gabriel realized that his calm and diplomatic nature could really benefit his city.*

*Convinced that he is best served by taking matters into his own hands, he thought: who better to understand local problems, after all? So today, he is taking things a step further by standing for election for the first time.*

*In all good faith, Gabriel recognizes that he does not have all the skills he needs, but he is determined to learn and improve every day: he is determined to become the hero he aspires to be, making positive changes for himself, his family, and his city. And even if he is not elected, Gabriel is convinced that his commitment to honesty, transparency, and integrity will inspire others to act too.*

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*In our political Elevation, it is important to make our voice heard to build the best for everyone, through efficient, innovative, positive, and realistic ideas.*



## The social Elevation

Are you aware of society's unspoken social conventions? If so, how do you feel when these rules are broken by others? It certainly makes you feel uncomfortable, even angry. And I do not blame you!

While we are lucky enough to have constant social interactions that bring us pleasure in sharing, discussing, living together, and discovering, sometimes it can cause frustration too.

Indeed, we can feel a certain helplessness and incomprehension when faced with a failure to respect these pre-established codes. For example, throwing rubbish on the floor instead of in a bin, making noise at night, taking over communal spaces, or not respecting basic social conventions by refusing to say thank you or simply speak respectfully.

This is even more disappointing when we prioritize quality social interactions over quantity.

These behaviours rightly shock us, even though we have integrated and respected these basic conventions since childhood: saying hello in return when greeted, actively listening when someone speaks to us, and expressing gratitude when given something.

Clean up if we get dirty.  
Respect shared equipment.  
And the list goes on...

Not only does this social etiquette enable our society to regulate its exchanges and avoid having to resort to personal justice, but it also encourages people to create.

However, these unspoken rules are sometimes flouted or misused by a minority who are often clearly aware of them. Unfortunately, these abuses are always to the detriment of the respectful majority. Remember Elevation and Destruction. Breaking these conventions gives an effect of power and superiority. Who am I to play by the rules? They do not apply to me; you are nothing to me, you are sheep!

Think back to a time when you stood in a queue. You do not think your time is worth more than anyone else's, do you? And then, suddenly, someone passes you. Frustrating, don't you think?

It is so easy to break these conventions, even though they are the very foundations of our society.

In our social Elevation, the aim is not just to meet these minimum standards, but to go further.

For that, we can set ourselves a higher moral system and like that, contribute directly to consolidating the foundations of our society. A bit like a modern code of chivalry, but specific to ourselves.

The aim is to become a foundation of stability and respect in our society, fostering goodwill and solidarity, the seeds of positive change. And it is so simple, all it takes is a smile, a word, a favor, a little attention ....

This attitude also gives us a direct personal benefit as well as benefiting the common good. In fact, our happiness at being with people is multiplied by their pleasure at being in our company: giving more also allows us to receive more, by generating opportunities and enriching contacts. Once again, the leverage effect!

Consequently, a kind and initiative-taking attitude in our social links contributes as much to the well-being of our society as it does to our own, in all areas of our lives, be they economic, political, personal, or professional.

Our social Elevation also concerns our family. Through it, we strive to perpetuate positive change by passing on positive values. How many children are traumatised by their parents' behaviour? Many, unfortunately!

And often these wounds are passed on to the next generation, as if we were replaying the same scenario from a bad film repeatedly.

So, let us do the opposite and create families of little heroes. Instead of perpetuating trauma, let us pass on positive values that will also be reproduced by subsequent generations.

Finally, by simply being more present, empathetic, and understanding of our family, our loved ones, our friends, and the people we meet, we can easily make a difference. In this way, by setting ourselves a higher moral system, like a personal code of chivalry, we contribute directly to making our society pleasant and prosperous.



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*Alice tries to keep smiling and being friendly, even when she is tired, although that can be a challenge.*

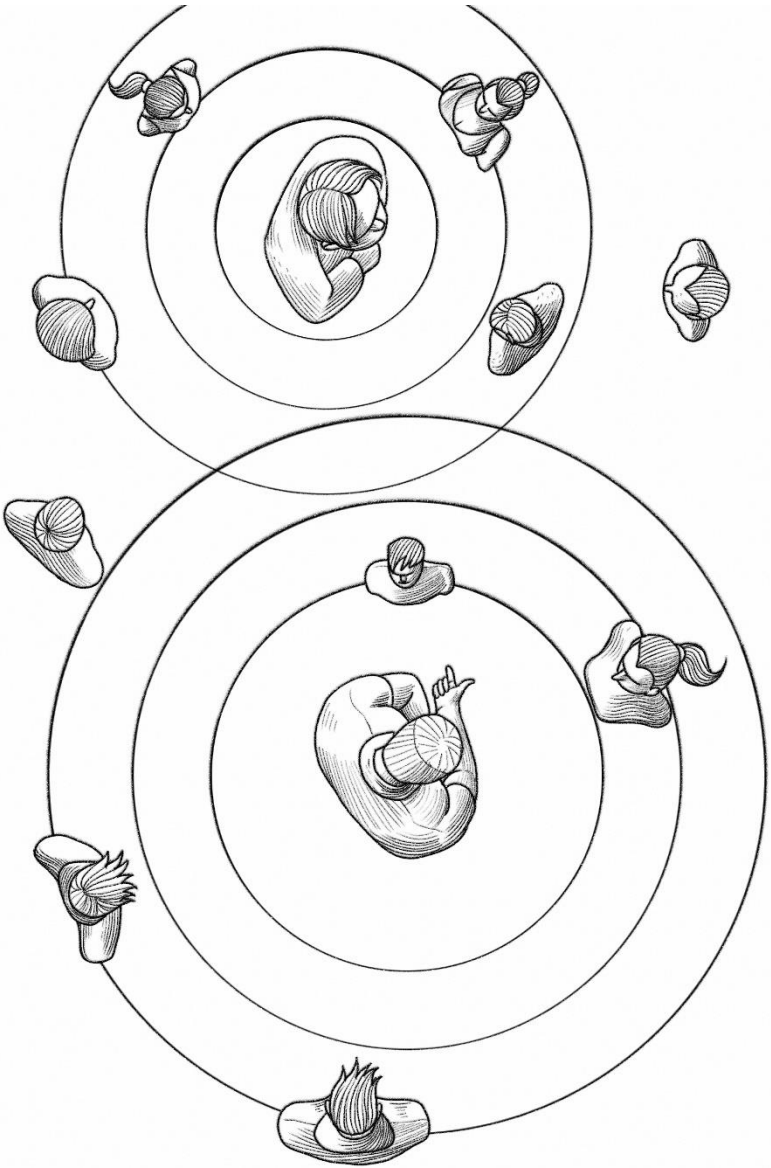
*She finds that her kind attitude has several benefits: not only do people seek her out and value her input, but she also feels more fulfilled. Alice realises that positive actions create positive results.*

*She recently started thinking about having a family but is determined not to reproduce the family model she has known. She therefore plans to bring up her children with positive values, while maintaining expectations without imposing her beliefs on them.*

*For Alice, her new family will symbolize the continuation of her emancipation and the affirmation of her independence from her past. In this way, she hopes to embody positive change and joy.*

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*By respecting social conventions and even creating our own personal higher moral code, we contribute directly to our own and our society's well-being.*





## The artistic Elevation

Do you like to create and seek originality? Perhaps the artistic field seems far removed from your practice?

But we are all artists in some way, every day.

Indeed, in the morning, choosing clothes, colors, and arrangements is a form of art, even if we are not aware of it. When we cook, we choose what we want to eat, the ingredients, the presentation; this is also a form of art.

Moreover, when we decorate a room in our home with furniture, painting, or decoration, it is still art. There are countless examples! However, please note that we are not talking about classic art here, but rather about personal style.

The artistic Elevation represents the creation, the inspiration, the intelligence to try, to seek, to make mistakes, to change, and to improve. Recognize that every profession, activity, or hobby contains an element of art and creativity: if we are aware of this, we can exploit it.

That is why it is important to be curious, to take an interest, to try to understand why we feel aesthetic pleasure or annoyance. Is it the color, the texture, the emotion aroused in us?

Let us take an example. Think of a beautiful building that always makes you feel good. Now think of another building that leaves you indifferent, but which you often enter. Which one do you prefer?

This illustration shows that art can embellish anything, easily and simply. Not to mention the inspiration and emulation it creates.

To underline this idea, let us imagine writing an argument. We can write this text in a very factual way. However, by adding a little creativity, we are simply multiplying the influence of this text by reinforcing its persuasive capacity. And even more, maybe motivating other people to write on the same subject.

Cultivating our inner artist increases the impact of what we create tenfold. It is as if we were highlighting our work. Of course, it is not essential, but it magnifies, enhances, and highlights.

In this way, we amplify the results of everything we do and its positive impact. We can kill two birds with one stone! Not to mention the pride we take in adding that little extra touch of elegance.

"Gabriel is not a fervent art lover, yet he applies it to his everyday life without even realizing it. In fact, what he does not appreciate is the abstract art that escapes him.

So, when he meticulously arranges the products, he is practicing the art of presentation.

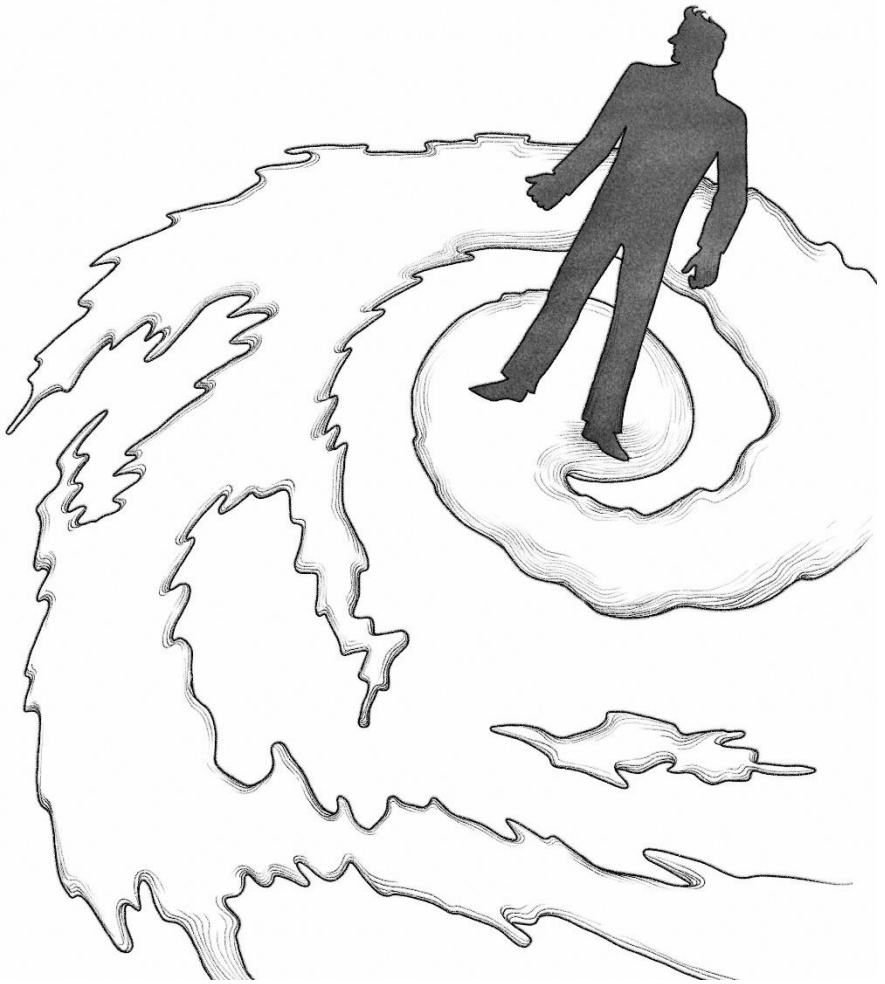
When authoring his political program, in search of the right words to persuade, he practices the art of rhetoric.

And when he plays with his children, creating fantastic structures that fill them with wonder, he touches on the art of imagination.



*In the end, art sublimates everything he does: Gabriel has understood that art adds extra spark that gives a special magic to everything he does.*

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*Our artistic Elevation enables us to magnify everything we create and therefore to easily amplify the impact.*



## The beginning of your Elevation

Do you feel ready to take the next step and become the hero you aspire to be? In fact, you probably already are!

Throughout, we explored the different facets of Elevation, which is both a personal code for becoming your own hero and improving the world, and a collective movement of people who embody these values.

Finally, if you have reached this point in your reading, you are certainly already in a form of Elevation. So now it is time to put into practice the additional aspirations that this has awakened in you!

But how do we know if we are in the Elevation and following the right mission, the right path? Simply by asking ourselves the following question:

“

*If everyone behaved like me, what would the result be?*

”

If your society were to end up in flames and you were rich or powerful, it would certainly not be Elevation, but rather destruction. If nothing really changed, you would be in stagnation.

However, if there is a positive development for you and for others, then you are on the right track. The most important thing is to have a positive impact both on us and on society.

To achieve this, all we need to do is cultivate the qualities we all have within us, such as courage, kindness, honesty, intelligence, and inspiration. Then, in small successive steps, we make a positive impact on those around us and become the heroes we aspire to be.

Let us not forget either that this impact is amplified by the number of us. The more we are, the more we can create a virtuous circle for the world and achieve both our personal dreams and our dreams as a society. These are compound interest and leverage!

In short, if your mission rhymes with improvement, construction, and positive development for yourself and others, you are on the right path to becoming your personal hero.

And it does not matter how big or small your impact is, whether you are aware of it or not. Either way, you are contributing to change, while inspiring others to excel and make a difference, in their own way.

So, act and transform every aspect of your life. Constantly adapt your choices, always bearing in mind the "Win-Win" strategy.

And even if you feel alone in your desire for change, keep going - you are not alone! It does not matter; you are making and will continue to have influence!

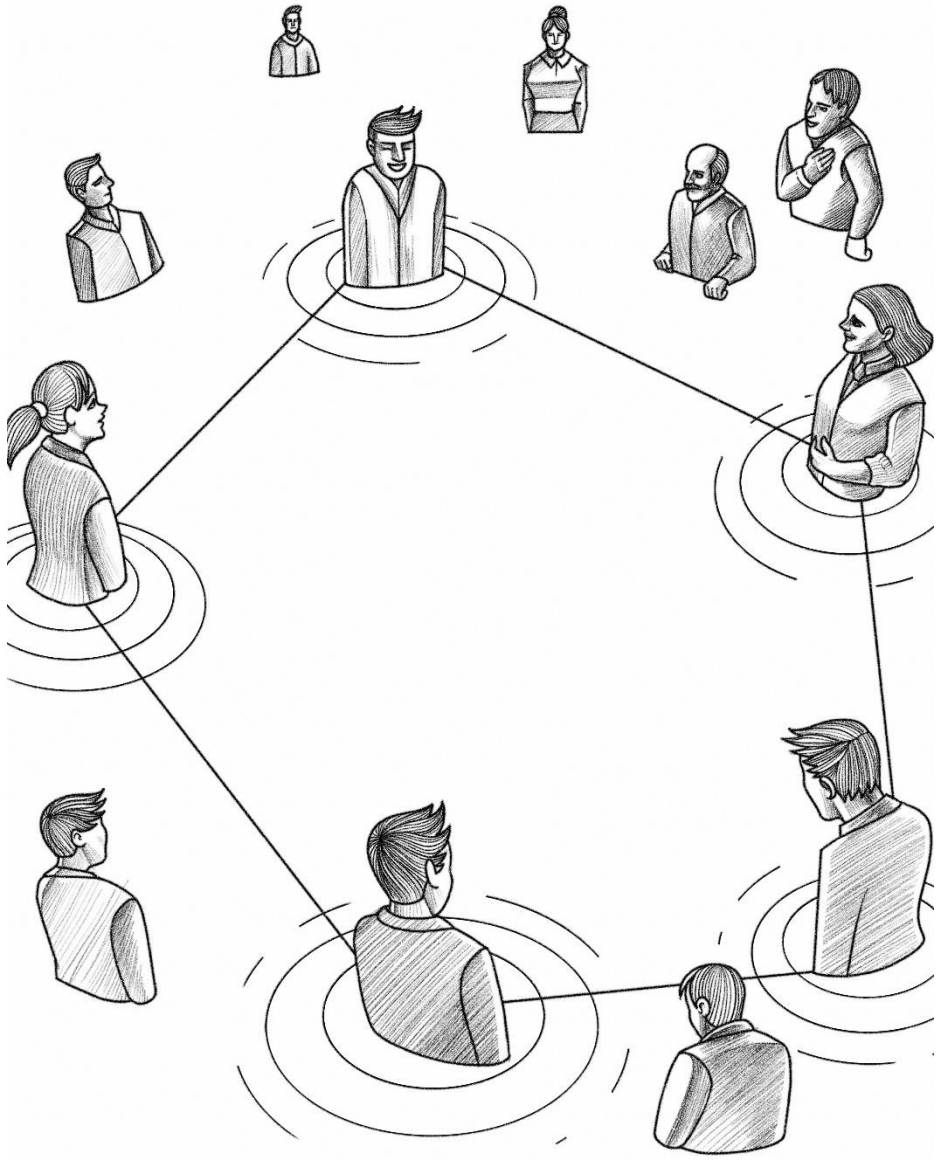


In short, raise yourself personally step by step.

Join thousands of Alices, Gabriels, and heroes who are making a difference for themselves, for society, and for the world. Join the collective movement that is Elevation.

Altogether, by adding up all our constructive actions, we can achieve the impossible and leave our mark for good.

So do not wait any longer and become the hero you have always aspired to be.



*Let us make a collective impact by becoming our own personal heroes and achieve the impossible together!*



## Where did the idea for Elevation come from?

After years of study, curious about different movements and concepts, I wanted to formalize a simple, positive, and free vision of the values that I could find universal, while leaving room for free will, personal will, inspiration, and do-it-yourself. In fact, most of us aspire to rise above ourselves and become our own heroes.

Elevation was born! So, the idea of authoring a book to organize the concept and give it substance came naturally.

My thoughts and impulse for this project are born of a deep desire: that we all embrace our buried potential and change the world for the better. Since we obviously cannot change other people, this positive shift starts with ourselves.

We can personally bring this Elevation in all areas of our lives: social, economic, spiritual, political, and professional, in order to have a direct impact on us, our society, and our world.

It should be mentioned that Elevation is not seeking to be a religion or a spiritual movement but rather to propose a new worldview, a new personal concept.

Today's religions are based on an amalgam of writings dating back several millennia. Texts that are no longer necessarily compatible with the technological, scientific, and societal developments that have fundamentally changed our vision of the world.

Even if some of the values advocated by these religions are benevolent, the way in which they are conveyed is much less so, involving destructive concepts such as slavery, the death penalty, patriarchy, royalty, nobility, murder, vengeance, war, famine, disease, and prohibitions. In these religions, we see just as much extremism as tolerance.

These contradictions are leading more people to doubt and abandon these religions. Yet they often still want to believe in something greater.

Elevation is not a sect either, as there is no obligation to participate, no control, and no teaching.

If we look at etymology, the origin of the word "sect" comes from the Latin *secta de sequi* which means:

“

*Follow an education*

”

Elevation is not about teaching, but rather about supporting positive personal, community, and global impact. The truth is you already have the resources in you to make a positive impact.

In the end, everyone is free to believe in what they want, to make an impact according to their talents, and to participate as they wish.

Simply, Elevation is a vision, a milestone, providing a new frame of reference to support the drive towards positive changes.

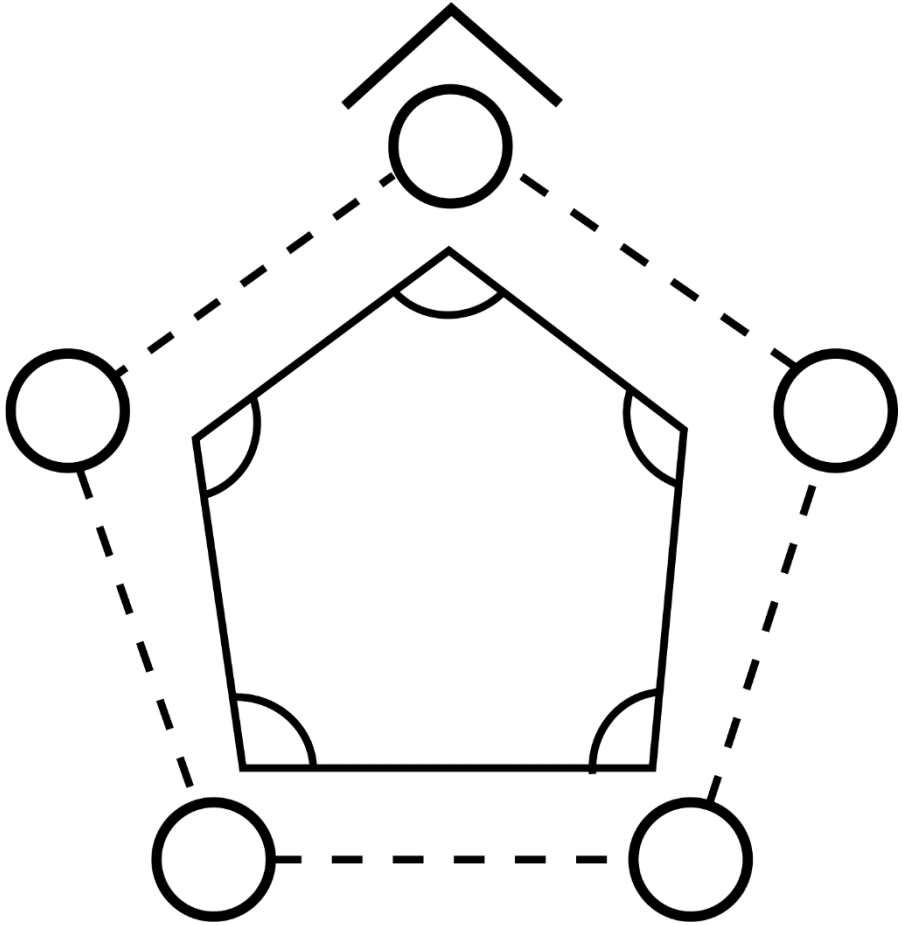
A bit like Baruch Spinoza, who already in the seventeenth century, in his "Ethics," advocated striving for the best in ourselves, both for our own good and that of our society.

In short, the important thing is for you to elevate yourself in all areas of your life by becoming your own hero.

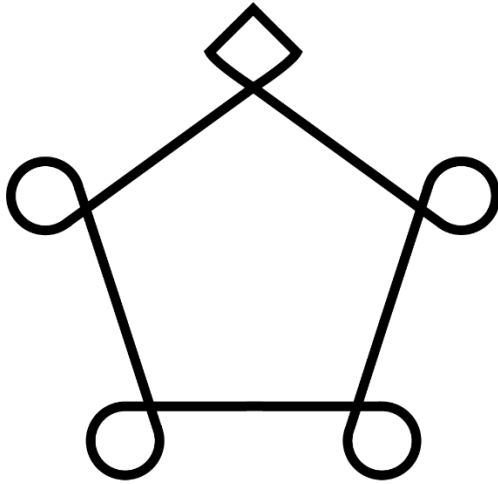
So, we will all be part of this great collective movement to make a positive impact on our world.

*Charly Hayoz*

A handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke extending to the right.



*The Elevation logo explained: Artistic, economic, professional, spiritual, and social elevation is a means of personal growth and making a positive impact on our society and world. All supported by a collective movement of other heroes who aspire to change the world for the better through their individual contributions.*



# ELEVATION

Visit [www.elevationhero.com](http://www.elevationhero.com) to find out more and discover all our projects for personal, political, economic, spiritual, and social uplift, and why not create one or take part in one.

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Discover Elevation, the concept and collective movement of individuals who rise to become their personal heroes and thereby improve their lives, their society and the world through their positive impact, whether professional, social, economic, spiritual, artistic or political.