

Discovering
Vocational Arousal

The Transformative Power of Your Creative Genius



Barbara Marx Hubbard
Marc Gafni

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A Desire for Vocation

Barbara Marx Hubbard

It was the 1960's. I was with my husband, Earl, who was showing his paintings in a gallery in New York. We visited the Museum of Modern Art. I noticed that all the paintings were of pain, ugliness, destruction.

It was a plastic hamburger on display on a pedestal that did it for me. I said to Earl, "We have to take these paintings off the wall." I headed for the plastic hamburger on the pedestal. The guard at the museum moved quickly to protect the hamburger from me. I shouted, "Someone has to say what is going on here! This is a death feast! The victim is humanity, and the killer is dehumanized man. The museum is helping, guarding the grinning killers of human potential!"

My husband tried to get me out of the museum. "Barbara, you mustn't get so upset."

"I want to be upset," I said. Out of the depth of my being I heard a voice: I will not accept this. We've got to fight back. We have to find a new way to hope.

With that sense of attack on humanity itself, I began to feel what I now call vocational arousal. I wrote in my journal:

"I am developing the first link in the essential connection between a meaningless and a meaningful life...a sense of vocation. I have found the thread of something unique to do, something truly needed by others; to act as an advocate for humanity, for the possibility of meaning, values and the improvement of human behavior."

I was gaining a desire for vocation. But I was still just a wife and mother and I did not fully realize the impact that vocational arousal would have on my life. My husband's life was invested in his paintings, while mine had been on the loose. Daily I was taking the five children to the park, reading and writing about my quest for meaning.

Earl had said to me: "I never again want to feel that you are unhappy. I'm sick of miserable wives. None of you have been happy since World War 2 when you were in the factories riveting. Don't you know your job is at home loving your husband and taking care of your children?"

"Earl, that sounds good in theory," I said, "but in practice, day by day, it doesn't work."

So I decided to take action myself.

This was the beginning of vocational arousal. It is the feeling that you are called, not only for yourself and your own gain, but by a greater impulse within you.

When that impulse turns on, you get excited, animated, aroused.

But before we can speak further of vocational arousal, you need another piece of the puzzle. You need to first understand that vocational arousal requires knowing the answer to the question: Who am I? For this I pass my word to my beloved wholemate, Marc Gafni who will give you a deep transmission sourced from a lineage of evolutionary mystics going back to king Solomon.

When he shared with me what he is about to share with you, it was as if all the dots finally connected and I found myself awakening, at the age of 84, to a new sense of vocational arousal.

Your Unique Gift

Marc Gafni

What Barbara so gorgeously shares in her story is a very visceral experience of the outrageous pain and suffering humanity has experienced for millenia. Barbara awakened to the pain and suffering of the world, as most all of us do, through her own pain and suffering. Her personal life was devoid of a sense of who she was. Earl thought that she should be happy as a wife and mother, but interestingly he noted that women haven't been happy since they were working in factories— apparently not seeing the link between knowing our vocational purpose in life and happiness.

So this is our entry point.

We live in a world of outrageous pain. The only response to outrageous pain is outrageous love.

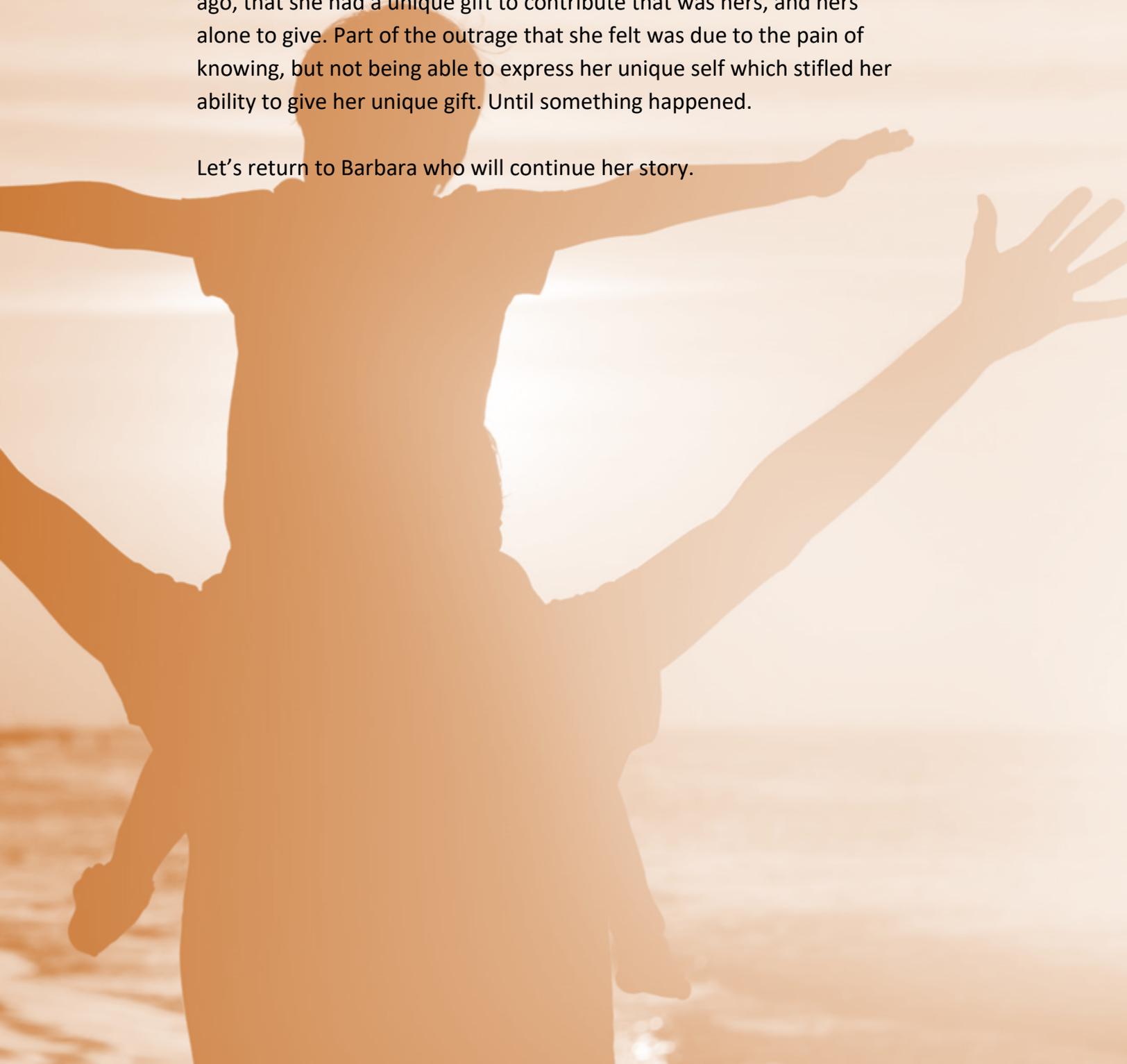
To respond to outrageous pain with outrageous love, you need to know who you are. It's an identity question. And who you are is an irreducibly unique expression of the love intelligence and love beauty that is the initiating and animating Eros and energy of all that is that lives in you, as you and through you that never will be again other than through you. You are a Unique Self!

Now let's take another step. Because you're a Unique Self, you can stand on the abyss of darkness and look at unlove and say, "Let there be light!" and know that your unique frequency of light has the capacity to light up the world in a way that no one that ever was, is or will be can. As a Unique Self, you have an irreducibly unique perspective and an irreducibly unique quality of intimacy that come together to foster your

unique gift and your unique gift addresses a unique need in your unique circle of intimacy and influence that can be addressed by no one that ever was, is or will be, other than you.

When you really get the implications of who you are -- a Unique Self -- it changes everything. While Barbara didn't have the language of the Unique self she understood, as she wrote in her journal nearly 60 years ago, that she had a unique gift to contribute that was hers, and hers alone to give. Part of the outrage that she felt was due to the pain of knowing, but not being able to express her unique self which stifled her ability to give her unique gift. Until something happened.

Let's return to Barbara who will continue her story.



Saying YES to the Evolutionary Impulse

Barbara Marx Hubbard

It was at just this time that I found Abraham Maslow's "Toward a Psychology of Being." He studied well people rather than the sick. He discovered that all joyful, fully self actualizing people had one thing in common: Chosen work they found intrinsically self rewarding and of service to at least one other.

Then I found Teilhard de Chardin who wrote "The Phenomenon of Man." He identified the pattern of evolution through the entire 13.7 billion year spiral as having a specific direction toward greater Consciousness, Freedom and more Complex or Loving Order. He saw us as part of that spiral. When we say YES to our part in it we became "ultra humans," he described.

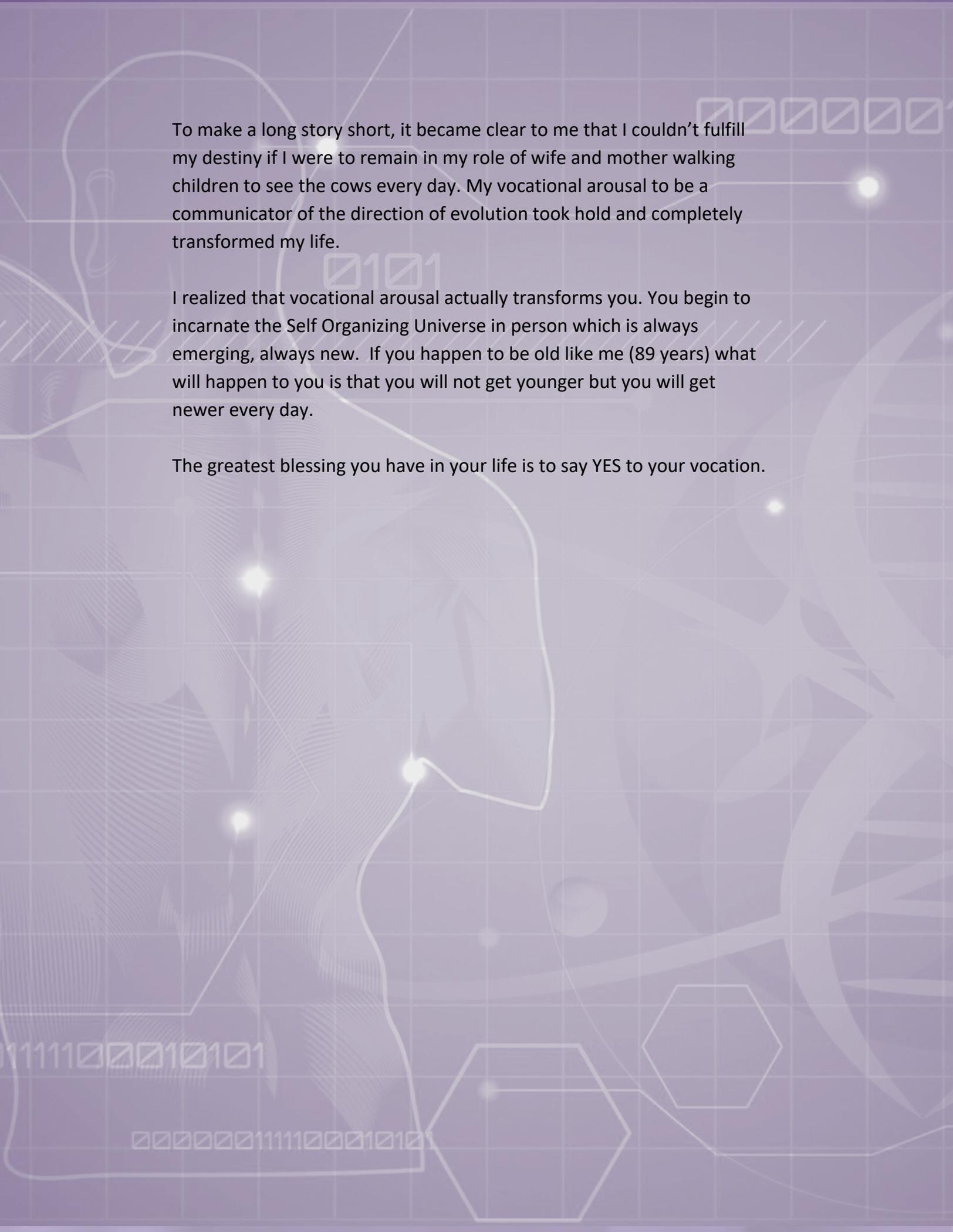
As I studied him I realized, "Oh! That is what I want. I want greater consciousness, freedom and loving connections."

What I realized was that I am here with a purpose greater than my own yet deeply ME!

And you are too.

In fact, unless you are awakened by that inner impulse of evolution itself specifically as yourself, you are not fully turned on.

Vocational arousal is Spirit in action. It is Source sourcing you. It is the Creator within you activating you as co-creator. God is creating godlings through vocation.



To make a long story short, it became clear to me that I couldn't fulfill my destiny if I were to remain in my role of wife and mother walking children to see the cows every day. My vocational arousal to be a communicator of the direction of evolution took hold and completely transformed my life.

I realized that vocational arousal actually transforms you. You begin to incarnate the Self Organizing Universe in person which is always emerging, always new. If you happen to be old like me (89 years) what will happen to you is that you will not get younger but you will get newer every day.

The greatest blessing you have in your life is to say YES to your vocation.

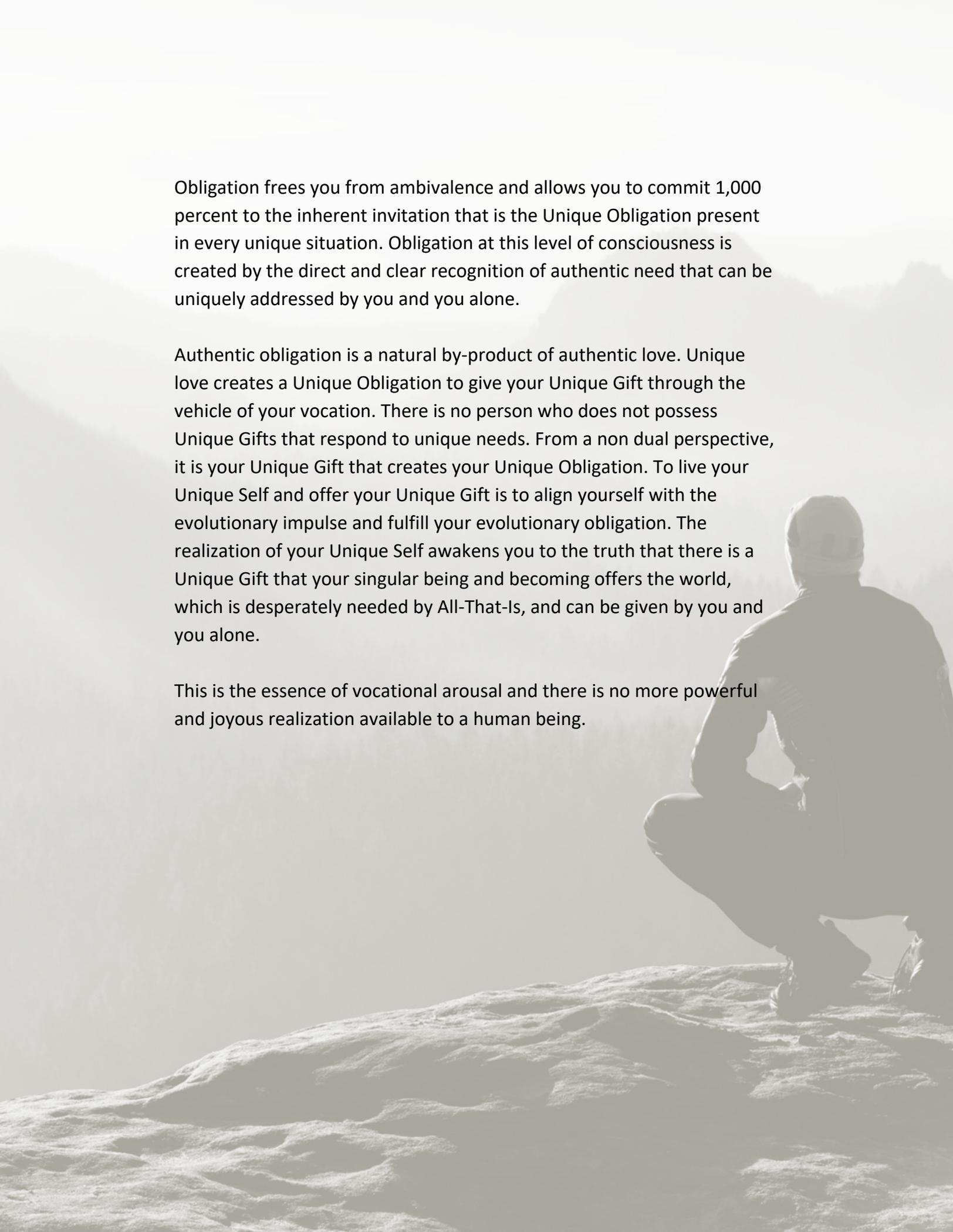
Fulfilling Your Unique Obligation

Marc Gafni

Every human being has a particular set of gifts to offer in the world through their vocation. Your Unique Perspective and your unique quality of intimacy, as I mentioned earlier, gives birth to your Unique Gift. Your Unique Gift is the particular contribution that you can make to the evolution of consciousness, which can be made by no one else who ever was, is, or will be. Both the overwhelming desire and ability to give your Unique Gift is a direct and spontaneous expression of your Unique Self-realization.

Hopefully, you are beginning to understand that the experience of vocational arousal is a direct indication that you are aware of what your unique gifts are, and that you are ready to serve the greater whole with those gifts. Your Unique Gift, given through your chosen vocation is your divine evolutionary gift to All-That-Is.

So now let's take a final step together. The last piece to the puzzle of vocational arousal is what I call your unique obligation. Many of us recoil when we hear the word "obligation." We identify obligation with arbitrarily imposed limitations set by the church or state that suffocate the naturally free human being. But let's inquire for a moment what obligation might mean at a higher level of consciousness, rather than the obligation imposed by an authority external to you. This inquiry yields the deeper truth that obligation is the ultimate liberation, as Barbara discovered when she said YES to becoming the voice of conscious evolution back in the 1960's. She actually tapped into a profound level of freedom, higher order and expansion when she committed to her vocation.

A person is sitting on a rocky outcrop, looking out over a vast, hazy landscape. The person is seen from behind, wearing a dark jacket and pants. The background is a soft, hazy mountain range under a bright sky. The overall tone is contemplative and serene.

Obligation frees you from ambivalence and allows you to commit 1,000 percent to the inherent invitation that is the Unique Obligation present in every unique situation. Obligation at this level of consciousness is created by the direct and clear recognition of authentic need that can be uniquely addressed by you and you alone.

Authentic obligation is a natural by-product of authentic love. Unique love creates a Unique Obligation to give your Unique Gift through the vehicle of your vocation. There is no person who does not possess Unique Gifts that respond to unique needs. From a non dual perspective, it is your Unique Gift that creates your Unique Obligation. To live your Unique Self and offer your Unique Gift is to align yourself with the evolutionary impulse and fulfill your evolutionary obligation. The realization of your Unique Self awakens you to the truth that there is a Unique Gift that your singular being and becoming offers the world, which is desperately needed by All-That-Is, and can be given by you and you alone.

This is the essence of vocational arousal and there is no more powerful and joyous realization available to a human being.

Are You Ready to Turn On Your Vocational Arousal?

Barbara & Marc

Vocational Arousal gives you direction to guide your passion to express and create—to enter the process of evolutionary change. If you say “yes” to your vocation, you will become NEWER and MORE CREATIVE EVERY DAY.

Exercise: Discovering Vocational Arousal

1. Place yourself in a relaxed position to calm your thoughts
2. Into this field of your quieted mental mind, ask your deeper mind a question:

*What do you most love to do?
What most attracts you to do?*

STOP
DON'T THINK
quiet mind

EXPECT
LISTEN

3. Write in your journal whatever thoughts arise as to what you would most love to do.
4. Now ask:

*What shall I do next?
What is my first step to try out what most attracts me to do?*

5. Return to your state of normal waking consciousness.
6. Be Bold.
7. Tell a close friend about it.
8. Then take a small step to do what attracts you and see what happens.

Barbara Marx Hubbard

has been called “the voice for conscious evolution of our time” by Deepak Chopra and is the subject of Neale Donald Walsch’s book, *The Mother of Invention*.



Born in 1929 she is one of the major originators of the new world view of conscious evolution, a teacher to many thousand students on the themes of a positive future, author of nine books, including two works inspired by the New Testament.

In 1984 her name was placed in nomination for the vice presidency of the United States, on the democratic ticket, proposing an Office for the Future to scan for, map, connect and communicate what is working in the world. She is co-chair of the Foundation for Conscious Evolution and of the Center for Integral Wisdom and is the producer and narrator of the award-winning documentary series entitled *Humanity Ascending: A New Way through Together*.

She is a co-founder of The Evolutionary Leaders, The World Future Society, AGNT, the Association for New Thought, and a member of The Club of Budapest led by Ervin Laszlo. She has five children, ten grandchildren and three great grandchildren and currently lives at Sunrise Ranch in Loveland, Colorado.

Marc Gafni

A visionary thinker, social activist, passionate philosopher, and author of over a dozen seminal books, Gafni earned his doctorate in philosophy from Oxford University. One cultural critic described Gafni as “a cross between Einstein, Da Vinci and Rumi, with a dash of Robin Williams” working at the cutting edge of the New Narrative, collaborating with a team of thinkers articulating a new vision of meaning for the world.



Gafni is playing a pivotal role in evolving a new ‘dharma,’ or meta-theory of meaning overflowing with heart - a new set of distinctions, that is helping to re-shape key pivoting points in global consciousness and culture.

He is the co-founder of The Center for Integral Wisdom and as co-chair for the Foundation for Conscious Evolution, leading activist think tanka dedicated to articulating a practical politics of evolutionary love, and to catalyzing an emergent personal and global vision of ethics, Eros and meaning.

The 11th Hour Series

with Marc & Barbara

It's the 11th hour and evolution is moving upon us -- how will we navigate our way through the existential crisis that is demanding our response? How do we create uplifting solutions for a radically new way of living? Barbara & Marc show the way.

Barbara & Marc have mapped the path of conscious evolution, outlining steps for personal self-transformation. It includes their powerful formula for Discovering Your Heart's Desire and the magic of stepping into Vocational Arousal, a state of heightened creative intention that tips your inner tipping point toward your own evolution.

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