

The goals are not up for debate, it is just the path to them that is.

Let's stop pretending we're confused. We're not.

The core goals of any decent society, any well functioning institution, any family, are non-negotiable. They are done. They are closed for discussion. The goals are to serve one another, to foster genuine cooperation, and to build a world where we each look after one another and the space on earth that we operate in.

So, the only legitimate conversation - the only one that isn't a dangerous waste of time - is about how we best achieve this. What methods we choose to make it happen. What solutions we need to work on together. That's where the beautiful, individual and collective creative work happens. But arguing about the fundamental goals themselves, as if kindness, service, and respect are a matter of personal preference, is a nonsense game. And it's a game designed to confuse and stall while a cynical few consolidate their power.

So, this isn't idealism, it's simply the most practical truth there is. We see the stark choice everywhere, from the political theatre of Parliament to the gambling ads that currently colonise our television programmes at night. It's a choice between joyous creation and destructive extraction. Between authentic tribalism - forming deep, essential community bonds - and a hollow, weaponised tribalism that fractures communities, families and neighbours. The purpose of communication, within our entire set up, is to be peaceful with one another, to find and support love in each other's lives, to continually try and be the best that each of us can be, to remove resentment, jealousy and fear. It's the role of a parent. It's the task of a nation. To create a respectful community, kindly caring for one another. Period.

The problem is that we've built systems that don't hold anyone to account for this. A political and managerial class, inculcated in long standing cynical self-serving games, knows this deep down, as they manage, control, and coerce, seemingly with impunity. But anybody who applies themselves to the process actually knows the truth: it's not complicated. A civil service, a council, a business, a family - is it self-serving, or is it serving 'us'? It's an auditable item and to measure it matters. And right now, pop a measure on so many things and the audit screams back at us that the model is broken. From the wild-west of algorithms that profit from our insecurities, to the ugly disregard for others that has so leached into the cloth of life that speaking of "others" disparagingly has become a routine way of life - it's a choice to allow this.

There is no level in society where behaving ugly is actually okay.

The solution isn't a grand, top-down decree. It starts where it always has: at the local, human level. It starts with the village. A village shows you the scale of the microorganism, how the family feeds. It's 4 people, 80 people, 1,200 people, - these formations are the throbbing satellite features of a

healthy society because they interact regularly with familiarity, at a level where the issues can be understood before expanding our village and family to town, city, country, continent and world.

We need to build time and space with the family / familiar for this genuine connection to thrive, because the optimum human experience isn't found through a screen. It's found in a room, with real people, experiencing life together.

As a random example, this is what a genuinely healthy business culture teaches us brilliantly. It's a perfect model of cooperative competition, where the colleague across the table, or the competitor across the market, isn't just a rival; they are, (hopefully knowingly), helping you to sharpen your thinking, raise your standards, and do better work. It's a place where we learn, quarter after quarter, the difference between extracting value at all costs and creating it beautifully - as the enterprise was always intended to, in a union of mutual growth.

This is how we build and rebuild:

Like a spider's web, climbing from one node of connection to the next. We create a network of accountability where the question is always the same, in every family, every team, every organisation: **"Are you doing your best to serve the people around you?"** Your requirement with any asset, any power, any moment of your time, is to do good with it. We all know this. We've just been told it's more complicated than this.

The clock is running:

The crescendo of competing forces is getting louder. We can't control the amplification, but we can get things to run in a way that actually improves everyone's situation without confusion. **The natural human urge is to overcome challenges to make a more meaningful life.** The choice to dominate one another as a part of that process, is just that - a choice. Let's be blunt, it's the wrong one.

So here is the call to action:

Right now, in your own sphere, be the one who names the clear and obvious goals. Be the one who builds the local tribe, who fosters the genuine connection, and who asks, without apology, "What are we doing here to help ensure that we truly serve one another better?"

Let's move the debate away from fake confusion and onto sharing the best methods and solutions.

Because everyone wants a life where they can stand in front of their family and their community and be proud to be a part of it. The path to get there is of our choosing. It's time to hold ourselves, and every institution we touch, accountable to that one simple, non-negotiable truth.