

*Ordinary Life*

What is your elevator speech?

*Ordinary Life*

I'm learning to breathe  
under water.

I'm learning to fall  
upward.



I'm learning to be  
nobody, going nowhere.

I'm learning to make the  
sound of one hand  
clapping.



IF YOU'RE AT THE HIGHEST LEVEL OF  
CONSCIOUSNESS AND YOU KNOW IT, CLAP  
ONE HAND... IF YOU'RE AT THE HIGHEST LEVEL  
OF CONSCIOUSNESS AND YOU KNOW IT,  
CLAP ONE HAND...



Ordinary



I'm learning the real secret of  
staying young.

*Ordinary Life*

I am finding meaning  
and happiness by being

*bewitched, bothered and  
bewildered.*





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*Ordinary Life*

*Ordinary Life*



Ordinary Life is a crucible  
in which people can

Deepen an awareness of who they  
are,

Develop relationships with others,

Grow in spiritual intelligence,

Make a difference in the world.



*Ordinary Life*





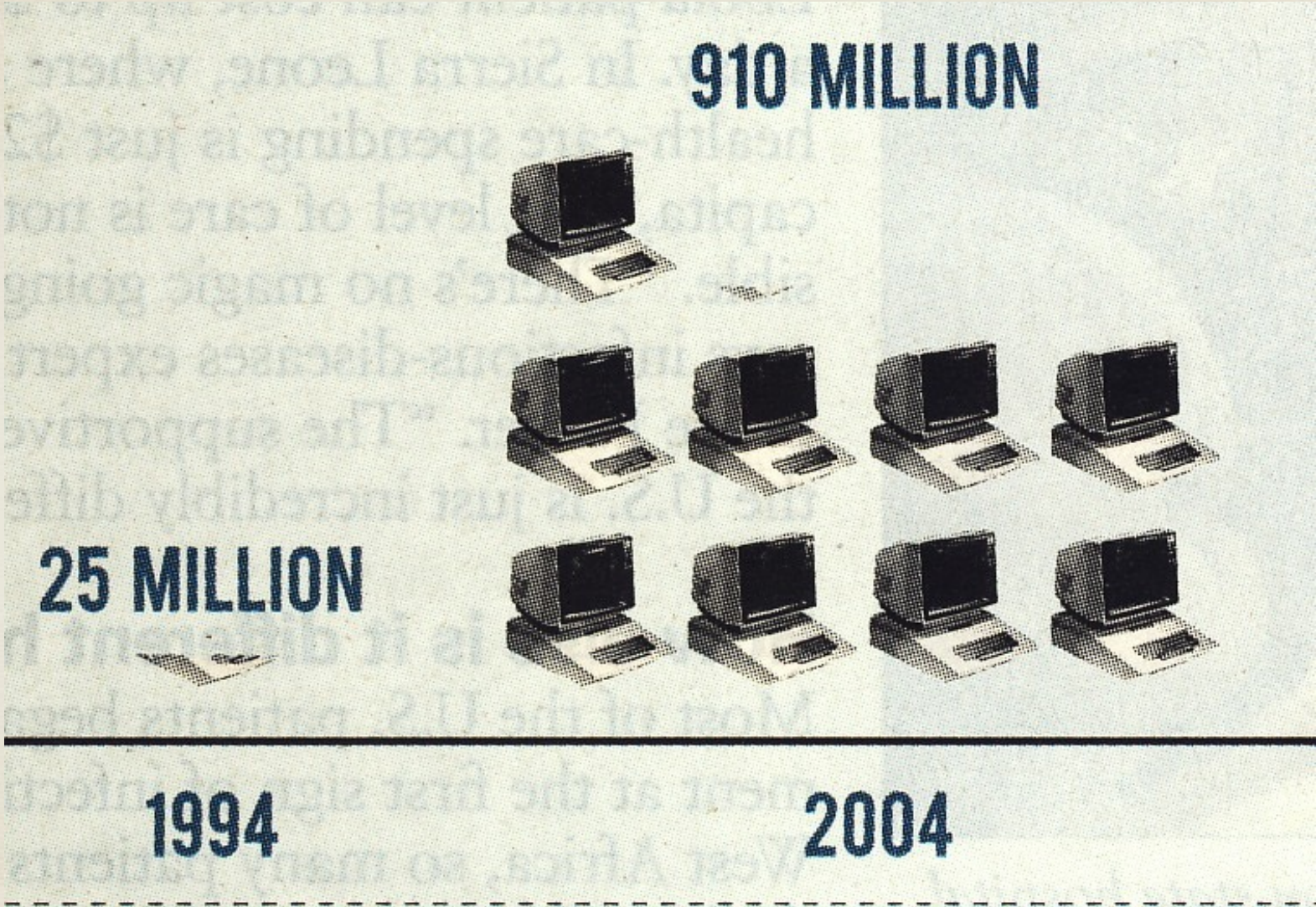
**25 MILLION**



**1994**

*Ordinary Life*





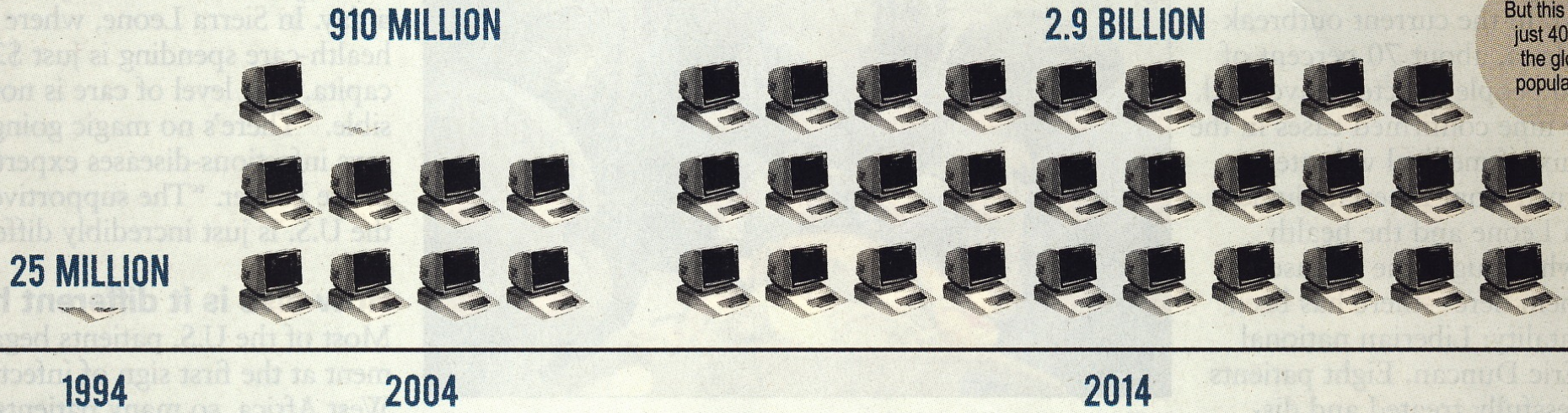
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# BIRTH OF THE BOOM ▼

OVER THE LAST TWO DECADES, THERE HAS BEEN AN EXPLOSION OF INTERNET USE.

Internet users worldwide



But this is still just 40% of the global population.

*Ordinary Life*



# WE'RE OBSESSED ▼ EVERY MINUTE...

**\$272,000**

IS SPENT ON  
ONLINE  
SHOPPING.

 **48,000**

APPS ARE  
DOWNLOADED  
FROM iTUNES.

 **204** MILLION

EMAILS ARE SENT.

 **100** HOURS

OF VIDEOS ARE  
UPLOADED TO  
YOUTUBE.

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62%

OF PEOPLE GRAB  
THEIR PHONES  
IMMEDIATELY  
AFTER WAKING UP.



THE TYPICAL  
PERSON CHECKS  
HIS SMARTPHONE

150

TIMES  
THROUGHOUT  
THE DAY.

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# AFFLUENZA

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more alarming  
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extra-strength  
relief!

JOHN DE GRAAF DAVID WANN THOMAS H. NAYLOR

Foreword by Annie Leonard, author of *The Story of Stuff*

*Ordinary Life*

*awareless*

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Blessed is a lion that a man eats,  
because that lion will become human.

Cursed is a man that a lion eats,  
because that lion will become human.



A lion eaten by a man is blessed  
as it changes to human form,  
but a human devoured  
by a lion is cursed  
as lion becomes human.



From the cowardice that shrinks  
from new truth,

From the laziness that is content  
with half-truths,

From the arrogance that thinks it  
knows all truth,

O God of Truth, deliver us.

“the perennial tradition”

*Ordinary Life*



*Tradition* is the living faith of the dead, and *traditionalism* is the dead faith of the living.

# Saint Francis

God, who  
are you?

God, who  
am I?



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# Meister Eckhart

God,  
deliver me  
from God.



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Mystery is not that  
which is not  
understandable.

Mystery is that which is  
endlessly understandable.





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No matter where you go this week, no matter what happens, remember this: you carry precious cargo. So, watch your step.

*Ordinary Life*