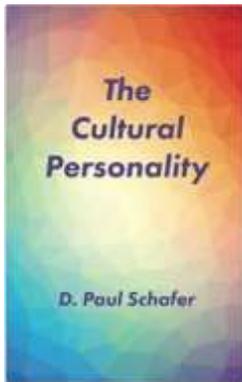


# THE CULTURAL PERSONALITY

## REVIEWS AND ENDORSEMENTS

Lately, there has been a recent resurgence of interest in archetypes and personality templates. Some are revisiting Carl Jung's archetypes and others, particularly concerned with the decline of male identity, harken back to Joseph Campbell's heroes. We are looking for something, perhaps something we sense we have lost. Paul Schafer's work offers us a fresh approach to identity formation information, a new model, if you will, something that pulls old models together and allows them to work for us again.



Put briefly, *The Cultural Personality* expresses Schafer's belief that human beings should be holistic, centered, creative, altruistic, and humane. If this sounds abstract and vague, perhaps a bit too touchy-feely, this short essay is about the thinking and behavior that give the cultural personality substance, flesh and bones, heart and soul. The author begins our journey by a hard look the demands of the current context in which we live. This necessitates the emergence of the concept of the cultural personality, a description of its characteristics, how to cultivate it, and its resultant behaviors, namely living out this model in our everyday words and actions. All this in slightly less than 100 pages.

We are immersed in and we are culture, as well as being its makers, so why should we not be known as such? One contemporary temptation is to abandon the hard-won riches of humanity, to escape into a naysaying individualism, deliberately not knowing whence we came and where we are going. The alternative temptation is to adopt a narrow protective, populist shell, excluding all culture but that proudly touted as one's own. Many young people today are either floating meaninglessly "above it all" or immersed in the meanness of Generation Identity.

We need to turn inherent and ambient culture from being a burden on our lives to a treasure house of resources, offering to become integrated, incarnate in the self. In a world knowing violence and pain as well as commodification of all sorts and at every level, this may not be easy. Resentment, anger or the desire to escape seem the logical

choices for survival rather than cultivating a cultural personality, literally a place for appreciation, warmth, sharing, creativity and solidarity.

We have a choice, not simply of which mask to wear but which persona to create. Yes, we become individuals, we achieve uniqueness, but not through the sour emptiness of rejection but rather through the transparency and embrace of enlightened perception, which, if we are to believe what current neuroscience is telling us, becomes not just something we have but something we are.

The pages of *The Cultural Personality* model what they preach, delving richly into worldwide cultural resources and the wisdom of those who have yearned for, ingested and broadcast them throughout the ages. Too often, I hear the claim that abandoning one's cultures allows one to claim to be a "cosmopolitan", not realizing that the word cosmos means "the world" but it contains the sense of its beauty, order and integrity. We thank the author for reminding us to embrace it.

Dr. George Simons, Founder and President, Distrophy Inc.

*The Cultural Personality* by Paul Schafer is a pioneering work and potent read. In our current times of an emerging planetary consciousness, intense interfusion of cultures, a collective quest for belonging, juxtaposed with cultural deterioration, lack of personal and shared meaning, widespread confusion and disorientation, the "Cultural Personality" offers a highly relevant compass for our individual and collective lives to propel us into a culturally rich and meaningful future. Schafer's book beautifully combines personal development and societal renewal. What I found particularly helpful, is that the author – seemingly a "practitioner of a deeply felt global humanism" – did not stop by laying out context, concept and characteristics of the cultural personality, but also explains how its cultivation and conduct can be brought about. He thereby offers simultaneously a language and a practice for a much needed cultural evolution of humanity. In short, I regard the articulation of the Cultural Personality by Paul Schafer of vital importance. I strongly recommend this brief, succinct read for anyone participating in or seeking to contribute to the urgent cultural revitalization of our societies and of Humanity as a global community.

**Professor Alexander Schieffer, Co-Founder, TRANS4M Center for Integral Development, Co-Series Editor, ROUTLEDGE Transformation**

**and Innovation Series, Adjunct Professor, Business School, Hope University, Liverpool, UK / Da Vinci Institute, South Africa.**

*The Cultural Personality* is a gem ... a valuable book that needed to be written and published.

D. Paul Schafer presents with clarity, a comprehensive guided tour into the labyrinth of challenges humankind faces in today's world and the future, and then a passageway out. In the process he harvests wisdom and adds his own, distills complexity, provides understanding and a prescription for self-actualization, a moral and ethical compass, and a better world. He offers optimism through the development of a *cultural personality*.

Timely, comprehensive, informative, thought provoking, inspirational. A treasure chest of knowledge and wisdom.

A remarkable book, rich in thought provoking content, D. Paul Schafer provides a lot to contemplate and digest. This book invites study and repeated reading.

**Bill Thachuk, Educator and Educational Adviser**

In his latest book, *The Cultural Personality*, Paul Schafer offers a most introspective diagnosis of the two traditional personalities that we are all quite familiar with, namely the 'economic personality' and the 'specialist personality.' He argues that both are breaking down.

The former is breaking down because "it treats people as producers and consumers of goods, services, and material wealth at a time when these practices are having a devastating effect on the natural environment and not bringing the satisfaction and happiness people expected to find in them." The second is breaking down because we have encouraged people to develop only a single skill and occupation at a time when change is accelerating so rapidly that their skills are, or soon will be, out of date or obsolete due to developments in digital technology, ever more rapid communications, and the introduction of artificial intelligence.

To address these challenges, Schafer suggests we should pay more attention to what he describes as 'the cultural personality.' As he sees it, we need to cultivate a person

who is able to live life as an ‘ordered whole.’ This is a person who is capable of functioning in a disordered world of increasing complexity, frustration and anxiety, such as the world we are currently experiencing. He supports his arguments with a wide range of valuable and thoughtful quotations from many different cultural scholars.

While this is a challenging book, I highly recommend it, as it is filled with practical advice on how human beings can function most effectively both now and in the increasingly complex world of our children and grandchildren.

**John Hobday, Former Director, Canada Council for the Arts**

An economist by training, convinced that humankind needs a more holistic strategy for addressing the future, Paul Schafer has spent his life seeking that strategy. In *the Cultural Personality*, he brings together the threads of earlier research and experience, with a cogent and timely analysis of our current situation and what we are going to require to get ourselves out of the mess that we currently find ourselves in.

While others like Angela Duckworth (*Grit*) argue that we need to focus on one skill set/talent and dedicate ourselves fully to that objective, Schafer argues that we must reassess how we see and interact with the world in a comprehensive way. Indeed, the ability to “see”, in its largest sense, is central to his recommendation for a holistic view. He argues that we can no longer look at the world through any single lens but must understand the core oneness of the universe, reassessing our relationships between the natural world, the scientific, the technological, the political, the religious, and communities created by geography and different interests.

Schafer argues that this requires a new approach to education. Central to that approach is, once again, the need for a holistic rather than a siloed approach. There is no question that we, today, are in desperate need of new solutions. *The Cultural Personality* does not offer a quick fix but it offers a concrete and strategic way of moving forward. I recommend it highly.

**Joyce Zemans, CM, Co-Director, MBA Program in Arts, Media & Entertainment Management, Schulich School of Business, York University. Toronto, Canada**

Extraordinary brain food and inspiring reflections are presented by D. Paul Schafer in his book *The Cultural Personality* published in 2018. Again a surprising and enlightening concept and thought-provoking idea of the way forward in a world of profound transformations.

The concept of “the cultural personality” is not just dealing with a “cultured person.” It is widening the dimension and envisioning a leadership needed for the socio-economic development in a world of unceasingly accelerated changes. The author has designed a prototype of the human personality able to guide people’s actions in the future.

In a world full of selfish consumers, ignorant and short term focused politicians, and profit-oriented managers, the cultural personality is described as “holistic, centered, authentic, unique, creative, altruistic, and humane.” This picture of the cultural personality corresponds to the illuminating leaders people are searching for in many countries. They are generally lost in a multitude of extravagant, often populist characters and movements which in the end are unable to create or provide the quality of life they promise.

The cultural personality already exists among us, but the society at large is not yet accepting his/her role as a charismatic leader focused on all aspects of life such as the environment, culture, the economy, the arts, and society. UNESCO has been established to “build peace in the minds of men and women” with its expertise in education, sciences, the arts, culture, and communication. This mission statement reflects the need for holistic development concepts and cultural personalities.

The foundations for the author’s prototype of the cultural personality is a logical consequence of his fifty years of activities in the field of culture and education highly inspired by UNESCO. The author documents the curriculum of the cultural personality concept with numerous examples from history and reflects on how to foster their role in today’s multicultural world.

The book “*The Cultural Personality*” by D. Paul Schafer and published by Rock’s Mills Press, Oakville, Ontario is a follow-up to his books *Culture -Beacon of the Future*, *The Age of Culture*” *The Secrets of Culture*, and others. In these former books, he paves the way for a new paradigm of culture and promotes a new understanding of culture as the essence of future development. The new publication by Schafer is not just a book to read. It provokes thoughts and encourages us not to marginalize cultural personalities, but rather to move them into the center of a future sustainable development and world.

**Engelbert Ruoss, International Expert in Sustainable Development and Heritage Conservation**