

## The Impact of Sage-ing

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This morning, as Charlotte and I were walking on the ditch bank with our dog Chloe, we were discussing the impact that sage-ing and the Sage-ing Guild have in our lives and the world. I had some exciting thoughts about this that I would like to share with you.

I think most of us might agree that sage-ing currently has a beneficial impact on the lives of a relatively small number of persons who somehow learn about it. And probably the main impact that the Sage-ing Guild has in the world today is the impact that each of its Sage-ing Leaders, as ambassadors of sage-ing, has on individuals that we may encounter, either in our daily lives or in the educational opportunities that we provide (lectures, classes, workshops, conferences). Of course, there are also significant impacts that people feel who have only read *From Age-ing to Sage-ing* or who somehow get to our website and experience sage-ing through that lens. But largely, I believe it is the one-on-one work that we Sage-ing Leaders do that has the greatest impact today.

What if there were an even broader impact in the future? What if through our collective efforts as a Guild, people were exposed to sage-ing thoughts and ideas through a wide variety of new sources--YouTube, Facebook, iTunes University, TED talks, blogs, stories, new books on sage-ing, radio interviews, TV documentaries, etc. All the social media and publicity outlets that we could think of. Ideas tested (by others) through social, medical, psychological and educational research. Booksignings for authors of new conscious aging books. Interviews on Good Morning America and The View and Oprah.

The Guild has recently formed an Outreach Committee to begin to develop some of these opportunities. The focus of the Outreach Committee is to reach as many individuals as possible, and expose them to sage-ing philosophy. We hope that this will educate people to the benefits of adopting a sage-ing outlook on life, and encourage them to become more involved in sage-ing activities, either as leaders or participants. We also plan to collaborate with other like-minded groups to increase the visibility of this sage-ing/conscious aging work.

And what if this exposure to sage-ing philosophy and principles began to change people's thinking about....not just their aging process and how to make that more joyful and productive, but also their whole values system. What if people began really to own the concept that the quality of our relationships is a more important measure of our wealth and well-being than the size of our bank account? What if people actually began to take seriously our responsibility to serve others and to make this a better world for the next seven generations? What if people really embraced their spirituality, their God-ness within, and in this saw their interconnections with all living things and their responsibility to nurture the earth? What if this led to a tipping point in which the social and economic systems world-wide were changed to ones where each person in each

country was valued, and where creating opportunities for all was more important than creating wealth for individuals. Do you suppose we might think of this as a long-term goal for the Guild? I would like to think that we, working alongside other groups of enlightened persons, could really do this.

So this might be one more way to think about the payoff of our potential involvement in outreach activities--not just for the Guild and its well-being, but also for the well-being of all the people on this earth. Too big a goal? Too naive? Too idealistic? Unreachable? Maybe so, but also very exciting and potentially tremendously impactful. What do you think?