

Authenticity and Endeavour

New Zealand contains a strong spirit of endeavour.

Endeavour came with those who arrived here over the past 800 or so years. Endeavour is recently finding its place with stewardship.

Endeavour is also the critical outlet of creativity. We know faith without works is dead and therefore we know creativity without endeavour is dead. For creativity to have its rocket fuel of endeavour requires a large degree of general societal acceptance of the unorthodox, and a wide bandwidth to accept and celebrate challenge to norms. It can be a difficult road as Copernicus amongst countless others have found when the paradigms of existing institutions are challenged.

Being authentic is an essential requirement of creative endeavour, which means a love of truth above other things.

In the sphere of business any kind of innovation has the same precursors – creativity expressed authentically and fuelled by endeavour.

I lament the ever diminishing willingness in New Zealand to provide these precursors.

Creativity has long (in NZ and elsewhere) become subservient to science – as if only something that can be “proven” has value. Knowledge becomes valued above the knowing (that is the know you know you know). Yet science cannot actually explain much of what we physically observe let alone what is unseen.

Societal bandwidth to accept a challenge to an existing view is critically narrow. Fitting in becomes a value and authenticity is the casualty. The outcome from authenticity is subject to a rational economic balance against the cost to disavow a lie.

The subtleties of dependence erode the reward of endeavour.

Lets ask ourselves – is New Zealand today authentically an environment which celebrates diversity of thought, opinion and action? Does it provide the precursors to authenticity? If not, but we are led to think it is then we are deceived. If not, but we act as if it is then we have succumbed to the cost to disavow a lie.

And so?

Well, a couple of thousand years ago it was written thus

“The presence of the "outlaw" is apparent every form of evil deception in order to deceive those who are perishing because they rejected the love of the truth (2 Thessalonians 2:9-10)

A pandemic of deception?

To arise, people need to first wake up.

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