

# WORLD PEACE

**'Really!'**



One Mind @ A Time

Ron Medved & Gregg Cochlan  
with Beverly Fast

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## **DEDICATION**

The journey toward *World Peace, Really!* began for us with an introduction to Lou and Diane Tice, leaders, mentors and dear friends. They founded The Pacific Institute© in 1970 based on their belief that individuals have a virtually unlimited capacity for growth, change and creativity. Through TPI, and through the model Lou and Diane have presented, we have grown to understand the true dimensions of diversity. This book is our chance to take what we have learned and pay it forward by directing it at a cause we strongly believe in. It is also a thank you, a love letter to Lou, Diane and The Pacific Institute for the education and the inspiration that have led to this book.

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## FOREWORD

Several years ago, we became fascinated with the concept of coexistence and, more importantly, the growing challenge of living peacefully in a world growing smaller by the day. We felt strongly that we could make a difference, inspired by The Pacific Institute's proven experience in helping bring peace to Northern Ireland, South Africa, Guatemala, South Central Los Angeles and other places. Cognitive psychology could come to the rescue if more people understood the core concepts. We know we can bring a reasonableness, a fresh perspective to conflicts, whether around the world or right in our own backyards. We feel a responsibility to share what we have learned in the cause of promoting world peace, or at least more peaceful coexistence.

Writing a book is a big goal and this book has been several years in the making. That being said, *World Peace, Really!* is not our end-goal. We not only want the book to be read by thousands of people, we intend the book along with our education and process to be a catalyst for 1,000 peace projects, big and small, throughout the world. This brings us to our challenge. We're asking you not only to read the book, but also to pass it along and encourage others to read it. Then we double-dog-dare you to go one step further – be one of the 1,000 projects happening around the world.

Ron Medved

Gregg Cochlan

*“Live as if you were to die tomorrow. Learn as if you were to live forever.”*

*Mahatma Gandhi*

*Spiritual, political and civil rights leader*



## **THINKING YOUR WAY TO PEACE**

*World Peace, Really! takes you on a journey to where world peace really begins – inside your own mind.*

This book builds on our shared knowledge and experience applying some of the most profound concepts in cognitive psychology to the cause of peace. The book is designed to get you thinking about peace in a practical way. But it is not a workbook about the seven steps to peace, nor is it a book about how you should behave. *World Peace, Really!* is about how your mind works and how peace is really possible when you apply your mind to it.

This book asks you to think about your thinking.

### **PEACE. IT'S A PERSONAL STORY**

The book focuses on the “why” behind your attitudes and beliefs. We show you how to decode your own behavior and recognize the mental barriers that can derail the peace process within you and in the world. We reveal the mental traps you can fall into and provide knowledge and skills to get yourself out again. *World Peace, Really!* is about creating a better world from the inside out. It is a journey, one that will take you where peace really begins – inside your own mind.

### **PREACHING TO THE CHOIR**

Who is this book for? Publishers always want to know the answer to that question. Our first instinct was to say, “Everybody!” But the reality is that we are preaching to choir. We are talking to you. *World Peace, Really!* is for people who want peace, who believe peace is possible, who may already be playing a role in making peace happen – whether at a personal level or on a larger stage. We are talking to people like you, people who want to be able to talk about cultural and religious differences without fear of violence, people who want to turn on the news and hear reasoned reporting rather than sensationalism, people who want to coexist peacefully with other ideas in a world that is growing smaller by the minute. This book is for you.

### **GETTING STARTED**

Did you know that “world peace” is one of the most searched phrases on Google? It sounds impossibly of motherhood and apple pie, and yet people really are interested – people in your neighborhood, in the next state or province, even half-way around the world. World peace is a concept that lives in our hearts and minds. But is it really possible? We think so.

*World Peace, Really!* is based on our experiences working with individuals, organizations and communities as they work to improve performance, build efficacy and reach their potential. The idea of a book on world peace has been percolating inside us for some time, on different, yet parallel tracks. Gregg is a Canadian, Ron is an American. Gregg is interested in how conflict manifests itself as deviation from the normal and how our perception of normal is actually a catalyst for conflict. Ron is interested in coexistence as a practical response to living together despite social, cultural, religious and political differences. Our work has brought us together in many spontaneous and animated discussions, and when one of these conversations hit on world peace, we discovered a shared desire to really do something about it.

### **THE INTERSECTION OF 3 CONCEPTS**

We propose a path to peace based on the intersection of three concepts – cognitive psychology, the translation and application of cognitive psychology through The Pacific Institute© (TPI) education, and our concept of coexistence as something that begins in your own mind. Our seven principles, which we will introduce in a few moments, show you how this intersection of ideas can help you think your way to peaceful coexistence.

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