

The 4th Intellectual Reformation — has Begun!

(An **Intellectual Reformation** = a sharing/clarifying/proving/
managing/mitigating LifeStyle Perspectives.)

An **Intellectual Reformation** occurs when Humans must adjust their *Intellectual Functionality* to adapt to those evolving environments that impact/change their habitat, food supply, security, beliefs. The Primary Environments are: Physical Environment (Mother Nature), Industrial Tool development and/or Communication Capabilities — that result in fundamental Economic/ Societal/ Political Shifts.

If you didn't take "Western Civ" in college, the concept of "Reformation" is probably new to you. Reformations are preceded by a "rebirth of learning" (called a Renaissance) that challenges conventional wisdom regarding Human capabilities and competencies. The 1st Intellectual Reformation formally began when Martin Luther nailed his 95 Theses on the door of the Wittenburg Castle Church (Oct. 31, 1517). He began a cultural clash whose remnants and residue continue in America to this day.

The Intellectual atrophication of America by Biblical Religions and U.S. K-12/16 Schooling has built a PC/Conform-and-Comply-or-Good-bye Culture that can't compete in the 21st Century's Price:Value / Innovation-driven Global Economy. (As America's and Americans' rising Debt-burdens so testify: The U.S. National Debt has gone up almost 20% in the last two+ years, as has the U.S. Trade Deficit, and U.S. Corporate and Consumer Debt. When your products don't sell, you have to borrow to buy.

Communication Tools that foster Intellectual Reformations

- 1st Written Languages:** Personal communication without presence = Notes and Letters. Led to the economic/political dominance of Cities.
- 2nd The Printing Press:** Group communication without presence = newspapers, books and libraries (local Curating). Led to the economic/political dominance of States.
- 3rd Electronic Communication:** Personal sharing of information over long distances — unidirectional = telegraph (paper copies), telephone (answering machines), radio, TV (limited public access to Curating.) Led to the economic/political dominance of Nations.
- 4th Digital Transformation (2009–2048):** Humans communicate to machines and get answers — or — machines talk to other machines that do something or deliver answers to originating machine = Coding languages, WWW, satellites, cell phones, the Internet. Led to universal public access to global multidirectional, interactive sharing of information and unlimited Curating (aka: Data storage). All of these — initiate, organize and manage to perform / provide / proselytize conventional/traditional LifeStyle services. Is leading to the economic/political dominance of Regional alliances and the 4th Intellectual Reformation.

Ys-UP America! and its **Ys Ways**, **Ys-UP Club** and new **Stretch-Flex-Activate** (an exercise protocol that can increase Functional Intelligence) are the Genesis of the **ONLY** formal *Renaissance* that supports the 4th Intellectual Reformation (4IR²) that began in 2009 with the definition of "*Digital Transformation*". Ys-UP America = A new way of learning and thinking about doing — that prepares employees/supervisors/managers/executives for 4IR², the "Age of Automation".

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