

FINDING BRAVE

with Kathy Caprino

Transcript

Finding Brave Episode #37

What is Heaven on Earth to You and Can You Have It With Martin Rutte

Martin Rutte: If I can help you discover what heaven on earth is within you and get you on the path simply and easily toward that, we've begun a mass of transformation of the world.

Kathy Caprino: Hello everyone. This is Kathy Caprino and welcome to my podcast, *Finding Brave*. I've created this show for everyone who longs to create something bold and brave in their life. To rise up, speak up, and stand up for who they are and to reach their highest and biggest visions. Each week I'll be speaking with inspiring guests from all walks of business, leadership, entertainment, the creative arts, and the entrepreneurial world. And they'll be sharing their intimate stories of finding brave and offer their best strategies for building your most rewarding, joyful, and meaningful life, business, and career.

Hello everybody. Welcome to *Finding Brave*. How's it going for you this week? I want to tell you, I had a massive dose of a belief shift that really busted open some doors, like within 30 seconds of having it. My wonderful guest today, we're gonna be talking all about beliefs and all about commitment and oh, all sorts of wonderful things. When we talk about what is heaven on earth to you and can you have it? Hang on tight, but of course, first I wanna introduce my wonderful guest, Martin Rutte. Martin, thank you for being here.

Martin Rutte: Pleasure. Thank you.

Kathy Caprino: From Prince Edward Island, no less. Wow.

Martin Rutte: That's right.

Kathy Caprino: That's heaven on earth, isn't it? Everyone let me tell you about Martin a little bit. Martin Rutte, an international speaker and management consultant is the President of Livelihood. A management consulting firm in Santa Fe, New Mexico. Martin has worked with such organizations as The World Bank, Sony Pictures Entertainment, Southern California Edison, Virgin Records, Esso Petroleum and London Life Insurance, helping them expand their outlook

and position themselves for the future.

He was the first Canadian to address the Corporate Leadership and Ethics Forum, wow, of Harvard Business School, returning for four consecutive years as a keynote speaker. He's the co-author of the New York Times Bestseller *Chicken Soup for the Soul at Work*. Oh, with over one million copies sold. You know, I didn't tell you, Martin, I contributed to one of the Chicken Soup books, they're so fantastic. And your newest book is *Project Heaven on Earth, The Three Simple Questions That Will Help You Change the World Easily*.

Thank you, Martin. Can't wait to dig in. Let's just start with this and we're just gonna have a wonderful conversation. It's not scripted, folks. I want to tell you, everyone, the reason I choose people to be on this podcast, is I have a conversation with them and something changes in me. I mean, that's really the criteria. And we were talking about our dear friend, Charles Decker, who introduced us, your idea, your concept, your inquiry, your research on heaven on earth and what that is and what people think of it. Just start us off there, Martin. How'd you get to this? What is it? Tell us all about it.

Martin Rutte: Good. First of all, thank you for having me on. I feel the same way with you. First of all, I love Charles, you love Charles, and he introduced us, and it was magical.

Kathy Caprino: That's a good sign. Oh yeah.

Martin Rutte: It is a very good sign. I'm a management consultant as you said. I've worked with those large companies, spoken at Harvard, New York Times business best-selling co-author.

Kathy Caprino: No small feat.

Martin Rutte: Thank you, and I was looking at the results in the world and I wasn't happy with them. And I said, "You know, there's a lot of hell on earth and what would be the opposite?" This idea popped in my head, you mean heaven on earth and, Kathy, I remember thinking, "Whoa, you can't say that. People will think you're woo-woo, you're ... I don't know."

I'm a pretty straight business man, but this idea grabbed hold of me as a vision because as you said in the introduction, a lot of the work I've done with corporate clients has been on their vision. This vision really grabbed me, and I thought, "Okay, let's just see where this goes. Let's see how do we engage with heaven on earth? What would that be?"

Kathy Caprino: Yeah, yeah.

Martin Rutte: Not me telling you because that would be proselytizing, but me helping evoke it from you, because my belief is, you already know what heaven on earth is, thus the three questions, which we'll get to in a moment. But if I can help you discover what heaven on earth is within you and get you on the path simply and easily toward that, we've begun a massive transformation of the world.

The subtitle, *The Three Easy Questions That Will Help You Change the World Easily*, that became really intriguing to me. I talked to lots and lots ... I'm not a huge reader, I'm an interactor. Relationship, well, look who I'm talking to. Yeah. I would say to people, "Tell me what heaven on

earth is? What's heaven on earth for you? What's heaven on earth for you?" And over and over and over and over and I would come back and say, "I'd like to try this on you. No, that didn't work. I'd like to try this on you. No, that didn't ..."

I distilled it down to these three very powerful questions, which help people to discover what heaven on earth is and how they can get into action. That's a little, little teaser because what I'd love to do, I'd love to ask the questions of you and I would like your listeners to also ask themselves the same questions. These questions are all on my website, projectheavenonearth.com. You can go there and find them and, obviously, in the book.

So are you willing to—

Kathy Caprino: I'm willing. I'm game. I might give you some different answers than we did before and whatever. I'm sure that's exactly what it's meant to be, but there's one thing, Martin, I wanna loop around and touch on.

Martin Rutte: Sure.

Kathy Caprino: I think you mentioned to me that this idea emerged in your mind as you were about to go out on stage. Is that right?

Martin Rutte: I was about to speak at a conference on spirituality and work. I was one of the leaders in that field and this idea popped into my head. If we have every business in the world spiritual, is that what you want? And I said, "No. That would be a stepping stone." If we can transform business ... think 30,000 foot here.

Kathy Caprino: Yeah.

Martin Rutte: If we can transform business, we could transform the world. And then this thought came into my mind, "Oh, you mean heaven on earth." And that's what started it.

Kathy Caprino: I love it. One thing I just wanna point out to everyone, you and I, Martin, talked about that I spent some time in Ireland with Lorna Byrne who sees angels. She sees them, she speaks with angels, but one thing she said is, "Whether you buy it or not, it's something to think about. The angels are often whispering in your mind, in your ideas, but we don't recognize these great ideas we get as anything to give credence."

I just want to hug you up, that you had this idea that you could've later said, "Uh, that's interesting." And never done a thing about, but you knew it had ... I'm guessing, it had the energy and potency that you went, "Wow. There's something here." You know, tip number one, *Finding Brave* tip, here it is. When you get that boomerang of an idea, it's not inconsequential, it's precious. Act on it, which you did.

Martin Rutte: Yeah, a friend of my, Kathy, calls it, The In-Breaking. You know, you can't pray for it, you can't think about it, you can't ask for it for people, but it just boom, it comes to you.

Kathy Caprino: I love that. The In-Breaking? It's like it breaks in.

Martin Rutte: The In-Breaking.

Kathy Caprino: Breaks into your mind and it creates breakthrough. Yeah.

Martin Rutte: Yes. The moment I heard it, I knew, that's it, that's the next stage of my life. I had no idea what it meant, how to do it, nothing. Just that's it.

Kathy Caprino: Oh my—

Martin Rutte: You know, you're talking about tips. It's the "That's It" moment. The distillation of the speaking to people, people, people, are these three questions. And yes, let's ask them as though you've never heard the questions.

Kathy Caprino: And you know I'm gonna have questions I'm not even gonna be able to answer it up front, which I did last time. You're gonna do what you do with anyone who questions, "Well, do I understand it correctly?" All right. Let's do it.

Martin Rutte: Yeah, let's do it. Question one, recall a time when you experienced heaven on earth. Recall a time when you experienced heaven on earth. What was going on?

Kathy Caprino: What comes to mind is the birth of both my kids.

Martin Rutte: Yeah.

Kathy Caprino: That I birthed them, and they were beautiful and perfect, and they were a culmination of dreams.

Martin Rutte: That's pretty amazing. You know, I did a year of medicine, which wasn't for me, but I did see a woman give birth and—

Kathy Caprino: It's miraculous.

Martin Rutte: There's no ... you know, the husband and wife make love and nine months later is a baby. Nah, that's just a story. It's a miracle, period.

Kathy Caprino: It's a miracle. It's a miracle.

Martin Rutte: It is. Question one, the birth of my two children.

Kathy Caprino: Yeah.

Martin Rutte: Second question. Imagine you have a magic wand. I'm holding up a pen here, a pencil, you can pick it up and with this wand, you can have heaven on earth. What's heaven on earth?

Kathy Caprino: And again, I asked this before, but my listeners, our listeners are gonna ask this. I feel there are two different versions. One, in the world itself, what I think heaven would be and in my actual, individual life, my business, my clients. How should I answer it?

Martin Rutte: You be the leader.

Kathy Caprino: Then I'm gonna merge the two. I'm having much greater impact and reach with messages that

positively transform women, in a world where there is love, compassion ... I'm gonna cry, just even talking about it, really. Where there's love and compassion and an absence of tearing down people. It's all about loving and appreciating people and knowing that you are one with them and they are one with you. Wow.

Martin Rutte: Very clear. I'm gonna come back and we'll circle back and go through each question. I'll make some comments.

Kathy Caprino: Okay.

Martin Rutte: And the third question. What simple, easy, concrete step will you take in the next 24 hours to move that forward?

Kathy Caprino: This is gonna be an interesting answer, which you probably wouldn't expect. But one of these eye-opening conversations I had today was how my own beliefs about the trauma women face is actually stopping me from ... It's in a way, crippling the people I'm talking to, because I project onto them the belief that they don't have enough money to work with me or they're gonna bail out like some do. I'm actually crippling their success by projecting a belief of trauma that I may sense from them or might be my own projection, not sure.

From that second that my friend Shawn introduced me to this idea, I'm shifting that. The short answer, Martin, is I'm gonna hold these women, the millions of women I connect with in some way, in the highest regard and the highest belief in their strength. And I believe that, that'll expand the reach I have.

Martin Rutte: Very clear.

Kathy Caprino: That clear?

Martin Rutte: It's very clear and it's very powerful. Very powerful. You really went very deep into this, Kath, and I wanna tell you, this doesn't surprise me, in terms of the depth that you go into. People go deep into this and I'll talk about that in a moment, but let's go through the three questions.

Question one, recall a time when you experienced heaven on earth. And you went right to it, the birth of my two children. What you did not do and what nobody does is say, "What do you mean by heaven on earth?" People answer-

Kathy Caprino: What does that mean? Does everyone have a concept of heaven, whether they believe in heaven and hell and God and it's not a religious thing at all, is it?

Martin Rutte: No. No, let me be more specific. It's not about heaven, it's about heaven on earth.

Kathy Caprino: But first you have to have a conceptualization of a heaven, don't you?

Martin Rutte: Ah, I don't know that but that's a very good question. You're the first person who's asked me that question. I don't think it's necessary and let's say in your case it is, because you brought it up obviously.

Kathy Caprino: Yeah, like at first, I had to go to me, because I do believe in seeing what's ahead of me.

Martin Rutte: Yeah.

Kathy Caprino: In lives, in heaven, all of it. And it is pure love, pure detachment from the ego, like I really know what it feels like for me.

Martin Rutte: Very good.

Kathy Caprino: Then I had to do that and then bring it down to what it would be on this planet.

Martin Rutte: Very clear. Very, very clear. Question one, you went right to it. Right to it, and that's what 99.99% of people do. It's because it's what I call The Already Knowing about heaven on earth that exists within you. I didn't tell you what it was. You told you.

Kathy Caprino: Mm-hmm (affirmative)

Martin Rutte: Project Heaven on Earth is not about proselytizing or imposing, it's about evoking, because the premise is it's there in you. The second question, the rationale for the magic wand, is to remove the necessity of having to know how. If you don't have to know how, you can go purely, deeply, very deeply, very powerfully, into the what. For you, love, compassion, no tearing down, we are one. You just went bang, bang, bang, bang, bang. Kathy, most people do that. They know what heaven on earth is, it's astounding to me.

Kathy Caprino: Holy cow.

Martin Rutte: The third question. What simple, easy, concrete steps will you take in the next 24 hours? Because I don't want you just to leave it at question two, I want you to engage. And the way you're gonna engage in the next 24 hours is, because that conversation with Shawn, "Aha, you say, I've got my projections hopefully all out of the way, but I'm gonna now start treating women as though they are powerful and can handle their own lives." That is, for me personally, huge and wonderful and clearly your contribution.

Kathy Caprino: Does everyone come up with, if your answer's yes, I'm gonna need to know more. When I ask people, "Okay, you just told me this is what you want. What's the one small thing you could do tomorrow, the micro step?" They do struggle. They do struggle, because I think there are layers of belief even in answering that question that get in the way. "Well I would quit my job but I've gotta pay ..." You know, whatever it is. Do people, are they able to give you the instant micro step?

Martin Rutte: Let me do it another way.

Kathy Caprino: Yeah.

Martin Rutte: What I've found is that the word, if you notice the third question is, what's simple, easy?

Kathy Caprino: Mm-hmm (affirmative) Mm-hmm (affirmative)

Martin Rutte: I'm discovering something, Kathy, about the power of simple. If I lock you into the only action you can take is a simple one, you will tell me what simple is for you. And that can be anywhere from, you know this woman in Hawaii who just put her definition of heaven on earth on the end

of her emails. All the way up to a woman in Austria, get this, who has taken on Austria, being a heaven on earth country. And when I asked her, "Why?" She said, and I quote, "Because it's simple."

Kathy Caprino: It's simple to make Austria a heaven on earth country?

Martin Rutte: For her, yes. And so, our job is to support her in doing that, whether we agree with her or not is irrelevant. Right?

Kathy Caprino: Mm-hmm (affirmative) You caught me up on one of the five million things that gets in the way. You know, I thought she meant, "I'm gonna transform it so it's heaven on earth for everyone." No, she didn't mean that. Did she?

Martin Rutte: She meant it for her entire country. I would say it's similar to ... Yeah, she did mean that.

Kathy Caprino: And what will she do? What is she doing?

Martin Rutte: She started a wiki, you know, which is a ...

Kathy Caprino: Yeah, yeah.

Martin Rutte: Yeah, yeah, she started a wiki in German and English about projects that are going on, first of all, in Austria that she considers heaven on earth projects. They may not be called that. Then she's looking at other German-speaking countries, you know, which is Austria, Germany, German-speaking Switzerland, and now she's going global.

She's got a woman in New Zealand who's said the same thing. "New Zealand is a heaven on earth country." And they're going to be working together. I have women doing the same thing in Denmark, Hungary, Croatia, Austria, New Zealand. What am I missing? There's a guy in Japan, a guy in Mexico, a woman for Kenya. The Kenyan diaspora, very interesting. Not people in Kenya, but people who have left Kenya. Brilliant.

Kathy Caprino: Gosh.

Martin Rutte: Now let me just, because I know this is aimed more at women, when I do a workshop on Heaven on Earth, there's a woman who said to me once, "Heaven on earth is the natural language of women." And I went, "Oh my god, Whitney, you're right."

Because at this point in our human evolution, women get it. Women get it about heaven on earth. I've had women crying, I've had women sobbing, because they've suppressed, to use your language, the strengths, and the knowledge they have about, "I can make this joint work. That's my job, whether it's my family, my workplace, my country, my world." Good. Unleash it, let's get going.

Kathy Caprino: Imagine if every tweet we saw that was hellacious and horrible and tearing people down, there were two tweets about heaven on earth?

Martin Rutte: There was ... Ah, who did that? There was a woman once who did the same thing. This was several years ago. She said, "For every negative one, I'm gonna send out two or five or ten." I

forgot her number, but every negative will be multiplied by a multiplier for positives.

The other one I wanna tell you about, which is so brilliant. We were doing this webinar. This woman's on and I said, "Is there a suffering in the world that really bothers you?" "Yes, violence against women." And she was mad. And she said, "I've been to the police, I've been to the government, nothing. What would you do?"

I said, "Well I don't know, Susan. I mean, I don't know your financial situation. You could donate \$5000, you could donate a penny." "Well what difference would a penny make?" And one of the other women on the call said, "Wait, wait, wait. What if everyone in your county donated a penny a day to help end violence against women?" She went, "Oh my god." Kathy, they started a program called Making Change.

Kathy Caprino: Oh gosh, how perfect.

Martin Rutte: They had out a little mason jar with a picture of a woman, half her face beaten up, bruised, half her face, bright, alive with a light coming out. They ask you for a penny or more, but a penny a day. You can't put in a check for \$3.65 and say, "That's my contribution for the year." No, no, no, no, no. A penny, a penny, a penny, a penny, a penny, to put it in your consciousness.

They raised \$2500 in their county and the county next door. This was in Canada, in the province of Nova Scotia. They go to this group within the Canadian government called Status of Women who gives them \$100,000 for each of the subsequent three years. And wherever she goes now, people's first question, "What can I do to help?"

Kathy Caprino: I'm gonna weep. I'm over here weeping, folks.

Martin Rutte: What difference would a penny make?

Kathy Caprino: What difference would a penny make?

Martin Rutte: Nothing. Except if you say it does, right?

Kathy Caprino: Now I have more questions, Martin.

Martin Rutte: Shoot.

Kathy Caprino: You've heard from probably hundreds, maybe thousands of people who give you the answer on what is heaven on earth?

Martin Rutte: Yeah.

Kathy Caprino: Would you say that the majority of people talk about something that has to do with uplifting people? Or love or compassion or what are the categories? I mean, I'm aware that you're a researcher now with analytical data, but what would you say people say heaven on earth is in categories? There's more love, there's more care. People are better treated, there's more food. What do you think people are most often hitting on?

Martin Rutte: What I've found is seven and this is in my book, *Project Heaven on Earth*. Seven gateways. For

some people, creating heaven on earth is an internal job. "I'll do therapy, I'll go and do artwork. I'll meditate. I'll write poetry." And the premise being, the more heaven on earth within me, the more it will show up in the world. Those are inner directed.

There are people who want to live a global value like you, love. You know, not tearing people down. If that were a global value, excuse me, when that is a global value, that's heaven on earth for you.

Kathy Caprino: Yes.

Martin Rutte: There are those from whom the gateway is relationship, with myself, with another, with others, with the divine. There are those who are outer focused, the major one being end suffering. End a suffering. What I call a Keystone Suffering. There's usually one suffering that really gets to them. Hunger, war, poverty, violence, migrants. And the premise is if we can end, by ending that one suffering, all the others will collapse, because this is holding it up.

There are those who are taking on institutions. What if the purpose of religion, of business, of government was to help co-create heaven on earth? What would that institution of society do? Then there are people who say, "My nation." All the nations that I said to you. My nation is a heaven on earth nation.

I mean I'm doing that here. We're here in the summer on Prince Edward Island, I said about ten years ago, "Prince Edward Island is the first heaven on earth province." And I've been creating people and there's a café here that has a heaven on earth coffee. There's a woman who makes tea and she has a heaven on earth tea. There's a woman who has two jewelry stores. She hands out my three questions with every purchase. The Kiwanis Club, a service club, has a heaven on earth leadership award for high school and public school students.

Kathy Caprino: Wow.

Martin Rutte: Yeah, it's really, this is my little laboratory here. Then finally, there are those for whom the gateway to heaven on earth, is this here now, meaning, this is heaven on earth and our belief that it's not keeps us from it.

Kathy Caprino: That one makes me take pause.

Martin Rutte: Yeah.

Kathy Caprino: Am I not reading the tweets I'm reading? Am I not reading the headlines I'm reading? Or I'm not being facetious, are they saying it's how you're viewing what seems to be just horrific? View it in another way and it won't be?

Martin Rutte: Correct. Think of it this way. If you look at the amount of positive things that go on in the world every day, they are enormous compared to the negative. Enormous. The negative is a blip, and yet the negative is the spotlight.

Kathy Caprino: What we feature.

Martin Rutte: Yeah, what we feature, exactly. An old teacher of mine used to say, "Think of context and

content like a bubble gum machine. If the content in a bubble gum machine is called what works and what doesn't work, but the bubble gum machine is called it doesn't work."

Kathy Caprino: It doesn't matter.

Martin Rutte: Exactly, no matter what you do, right?

Kathy Caprino: I'm getting the three doesn't work coming out of the bubble gum machine, right?

Martin Rutte: That's right, but if the bubble gum machine is called it does work, then eventually the content, the bubble gums will have to start moving toward more it does work. That's not to say that there are not hells on earth, there are. Part of heaven on earth is to clean those up and there are also experiences like when you gave birth to each of your children, that is pure heaven on earth. Many, many women talk that way. Many women. It's miraculous, it's heaven on earth. There's no language for that.

Kathy Caprino: Wow. I find this so enlivening and I have to say, one thing that's so fascinating and you do it too, talking to other thought leaders, influencers. We all have our own slice of heaven on earth in the way that we are intervening.

Martin Rutte: Yes.

Kathy Caprino: A lot of what you're talking about mirrors for me, what we need to do to live happy lives, period. One of those is accountability. It can't just all be, "The whole thing's a mess. I can't do anything." Where is the joy or heaven-ness of that, you know?

Kathy Caprino: What can you do? You're here, don't waste it, right? But number two, the focus. I mean, I think most of us wouldn't even want to get out of bed if all we did was look at how negative things can be. I think what gives us life is the idea that there is a possibility for a more beautiful future. But you can't get there if you don't focus on that. Don't you think?

Martin Rutte: Both things, it depends on how you view the world. There's a lot of viewing of the world now, it's hopeless, it's fouled up, nothing we're gonna do will ever make it work. Okay, fine, so have a nice day. I mean, where can we go with that?

But there are other people who are saying, "Look, no, no, no. Our job here, right now, right today, is to make this place work. What are you gonna do?" I mean, one woman I remember in Mexico City said, "Oh, simple. I'm gonna smile at two people every day. That's my contribution to heaven on earth." Okay. Good.

Kathy Caprino: That's simple.

Martin Rutte: Another woman takes on Austria. Okay. Good. They're both the same. You know, my wife said to me one day, "Well you're doing Heaven on Earth." And she was involved at the point when she was speaking to me about this, with a program in Santa Fe, New Mexico, called Many Mothers. A woman has a baby, my wife or another volunteer goes in, and the woman tells the volunteer whatever she wants. Look after the babies, bathe the babies, sweep the floor, whatever the woman wants, that's what my wife would do.

She said, "But look, you're doing Heaven on Earth." I said, "But no, they're both the same thing. I can't do Many Mothers, no interest. You don't wanna do this and your job is to support me in doing what I'm doing, and my job is clearly to support you in doing what you're doing."

I remember once, I was doing a workshop and this woman stands up and says, "Heaven on earth, I'll tell ya. Love. The moment we have more love in the world we'll have heaven on earth." I said, "Okay, good." She sits down. Next person, a guy, stands up, "What? No. We've got hunger in the world. We've got to end hunger. Unless we end hunger, we're never gonna have heaven on earth."

And so they start getting into it. I mean verbally, not physically. And I go, "Wait. Stop, stop, stop, stop. All you're gonna do is to be right. That the other guy's wrong. What our job is to do is to support the woman in getting more love in the world. What our job is to do is support the guy in getting an end to hunger. That's our job, because that's what heaven on earth is for each of them. How can I support it?"

Kathy Caprino: Now, here's a question for you. I mean, what we're going through in the U.S. is, "I absolutely despise you for what you believe." You know what I'm talking about.

Martin Rutte: Yep.

Kathy Caprino: You know, in every possible way. And I mean I think that's why so much hatred and violence is bubbling up in every corner, it's been uncorked that I hate you, I hate you, because you just said that about who knows. The name that shall not be spoken.

What happens when, Martin, you think that the world needs, let's say, I'm gonna go with it, never to let another person who isn't from this country in again. That's what heaven on earth is and I say, I couldn't even live in a country like that. That's hell on earth. Really honestly, I'm asking you, what do you do when you're next to someone whose view of heaven on earth sickens you and to you it's the opposite? What do you do?

Martin Rutte: I think there's two aspects to that. One is, let's take it really to the extreme. You know, let's say, "We're gonna kill all Muslims, we're gonna kill all Blacks." Let's make it really ... And that's what heaven on earth is for that person. I do not, cannot, support that, period.

Kathy Caprino: Yeah.

Martin Rutte: But those people are the minority in the world. Those kinds of—

Kathy Caprino: They are, but what do we do when we're faced with your heaven on earth is my hell on earth?

Martin Rutte: All right. So—

Kathy Caprino: And the love, hug them up and say, "Well, we're gonna disagree here."

Martin Rutte: Well the other thing that I've been spending a lot of my career on is dialog. Deep dialog between parties who really do hate each other.

Kathy Caprino: Right.

Martin Rutte: There is technology now, human technology in the world of dialog that is so powerful. It doesn't solve everything, but it really begins to ... You know, when the two separate circles come together and begin to overlap, that place, the overlap is called a mandorla. It means acorn in Italian, because that's its shape. That mandorla, that common ground, when it arises, is so phenomenal. 40% of the U.S. right, you know, supported President Trump. That's enormous. He had obviously spoke to something in them.

Kathy Caprino: Right.

Martin Rutte: Some kind of dialog process. Some kind of unification. You know, I've been reading a lot as well about this program in Santa Fe that brings Palestinians and Israeli children together for dialog, to play together. To say it can't happen, the door is closed, the game's over. I could never accept that, never.

Kathy Caprino: I agree with you. And when you were talking, you know what I'm guessing you and I would agree with? If we were ... I think where we disagree is in the "how" of achieving heaven on earth, but I think if we stripped it down and stripped it down and stripped it down and you said, "I'd like to kill everybody who doesn't look like me." And I say, "Well that's hell on earth."

If I asked you and you were able to say why do you wanna kill everybody who isn't you? If they could articulate it, probably be such internal pain and rage, that I just wanna be loved and I'm only loved by people like me. Something like that. We could get with that, we could understand that. Is that right?

Martin Rutte: Do you know a man named Marshall Rosenberg?

Kathy Caprino: No.

Martin Rutte: He invented a thing called Non-violent Communication and he used to work with those kinds of hyper-opposed groups.

Kathy Caprino: Wow.

Martin Rutte: He was a master, a master, a master. And that's exactly his premise. There's a wound, there is a desire that is not being fulfilled. Let's find out what that is. That's not to say that that works for everybody, but there is human technology that can get us in there and begin the process of opening it up.

Kathy Caprino: Oh Martin, I don't wanna end. I'd go on for another hour. What have we not talked about that you want to make sure listeners understand? I mean, obviously it's a call to action here too, isn't it, Martin?

Martin Rutte: Yes. The first thing is, that the possibility of heaven on earth does now exist. And on my website Project Heaven on Earth and in my book *Project Heaven on Earth*. There are 63 stories now, updated on the website of people all over the world doing stuff on heaven on earth, which is so creative. Stuff that I could never imagine. The penny a day example. A police officer who's written a 16-page manual, Heaven on Earth for Law Enforcement. Can you believe that?

Kathy Caprino: Oh my gosh. No, I can't wait. And of course, folks, we're linking down below to all of these

resources. You know, I want to hug you up for another reason. You're incredibly busy, as I am and so often these, I'm gonna call them "lofty" in quotes. Yours is the antithesis of lofty, never gets done, idea.

But so often, we have a calling in our heart, "Oh I wanna do this." But what I deal with every day and every course and every ... Is, "Oh, I'm so beleaguered by what's in front of me and I can't even carve out five minutes for heaven on earth." Do you get pushed back like that?

Martin Rutte: I do. I do.

Kathy Caprino: Tell me what you tell people.

Martin Rutte: "Well I'm so busy, my whole life is about survival. I've gotta look after this and this and this and this." And I say, "Yep, that's all true. That is all true and do you ever feel like you're watching too much television, or do you ever feel like you're on the internet too much?" And, "Yeah, I do." "Could you take one minute a day? One minute to do something simple?"

The idea is that if the impossibility is present and it's overwhelming, you won't move. What I want you to do again, with this notion of simple is find ... as somebody said to me a couple weeks ago, "What's your simple? What's your simple that will start you on the path into heaven on earth?"

Kathy Caprino: Yikes.

Martin Rutte: Find that and it's easy and start and like the woman in Mexico. Two smiles a day. Well I can do that. Good, that's what we want. A penny a day contributed to this jar. Oh, I can do that. Good embed my definition of heaven on earth, this woman in Hawaii at the bottom of her emails, she sends out. Well I can do that. Boom.

Kathy Caprino: Well that doesn't even take any time. You've done it once and it's auto, autoresponder. Martin, I don't wanna deluge you with people, but if someone says, "I love this. I love it. I'm just struggling with what my simple is." Where do they go? Should they read your book first? Should they send an email to your team? What should they do?

Martin Rutte: Yes. Read the book. Read the book, because most of the things that you're gonna ask, I've thought about it and I've heard. I don't mean that disrespectfully, and the book addresses a lot of that. If I still don't address it, you can sign up. We have a free seven-day, Heaven on Earth course on my Project Heaven on Earth website and you'll get a blog every week.

I wanna normalize heaven on earth. I wanna be able to come to you and say, "Kathy, what are doing for heaven on earth?" And you say, "Oh, well I'm doing da, da, da, da." And you ask me the question and I say, "Oh, well I'm doing da, da, da." That's a normal question.

That's because ... Let me just jump to the big level. What we are doing here is co-creating the new story of what it means to be a human and what it means to be humanity, namely we're co-creating heaven on earth. Now's the time, you're the one. You have a unique contribution that only you can make.

Kathy Caprino: You know, I've told you this. I want to turn this into a Forbes post in *My Spirituality and Success*

Series.

Martin Rutte: Yeah.

Kathy Caprino: I cannot wait to see what the Forbes community will do with this, but I have faith that we can demystify, de-negatize, whatever the word is, the idea of heaven on earth. The idea of spirituality that we're not talking religious and we're not talking that I know what it is for you and you know what it is for me. We're asking, we're imploring people to believe in themselves enough and believe in the world that we live in enough that a simple task can actually catalyze ... Is that the word?

Martin Rutte: Yes.

Kathy Caprino: Massive, massive change.

Martin Rutte: Right. Look, one penny resulted in \$300,000. One penny. You have no idea what your, might seem simple, tiny, "inconsequential," which it's not, action can have on the world, but that's how movements begin.

Kathy Caprino: That's right, it's always one person doing one small thing.

Martin Rutte: This is, "Okay, I'm the one, this is the time, let's get going." Good, let's get going.

Kathy Caprino: Oh Martin, thank you so much. I'm so inspired. I can't wait to turn this into a Forbes post and share it every possible way and folks will you let us know, when I post this on the Facebook page, *Finding Brave*. We would love to hear, what is your simple way? We'd love to hear the answers to your three questions and we'll post them. Wouldn't we?

Martin Rutte: Yes, we would. We absolutely would. We would wanna know your projects. We would wanna know what heaven on earth is for you.

Kathy Caprino: And we'd love to support you in any way possible, because now is the time. It's sure clearly now's the time.

Martin Rutte: Yep.

Kathy Caprino: Thank you, my friend.

Martin Rutte: Thank you, my friend.

Kathy Caprino: Yeah, I can't tell you how inspired I am and, folks, we will post all these resources down below. My *Finding Brave* tip is you are capable of making a change in the world, but it starts with the simplest thing that will fit into your life today. Yeah?

Martin Rutte: Yeah.

Kathy Caprino: Thank you, Martin. Come back again soon and everyone have a beautiful heaven on earth week, a *Finding Brave* week. Talk to you soon. See you next time. Thank you.

Thanks so much for joining us today and please don't forget to check out findingbrave.org for more programs, resources, and tips. And tune in next time for your weekly dose of *Finding Brave*.

