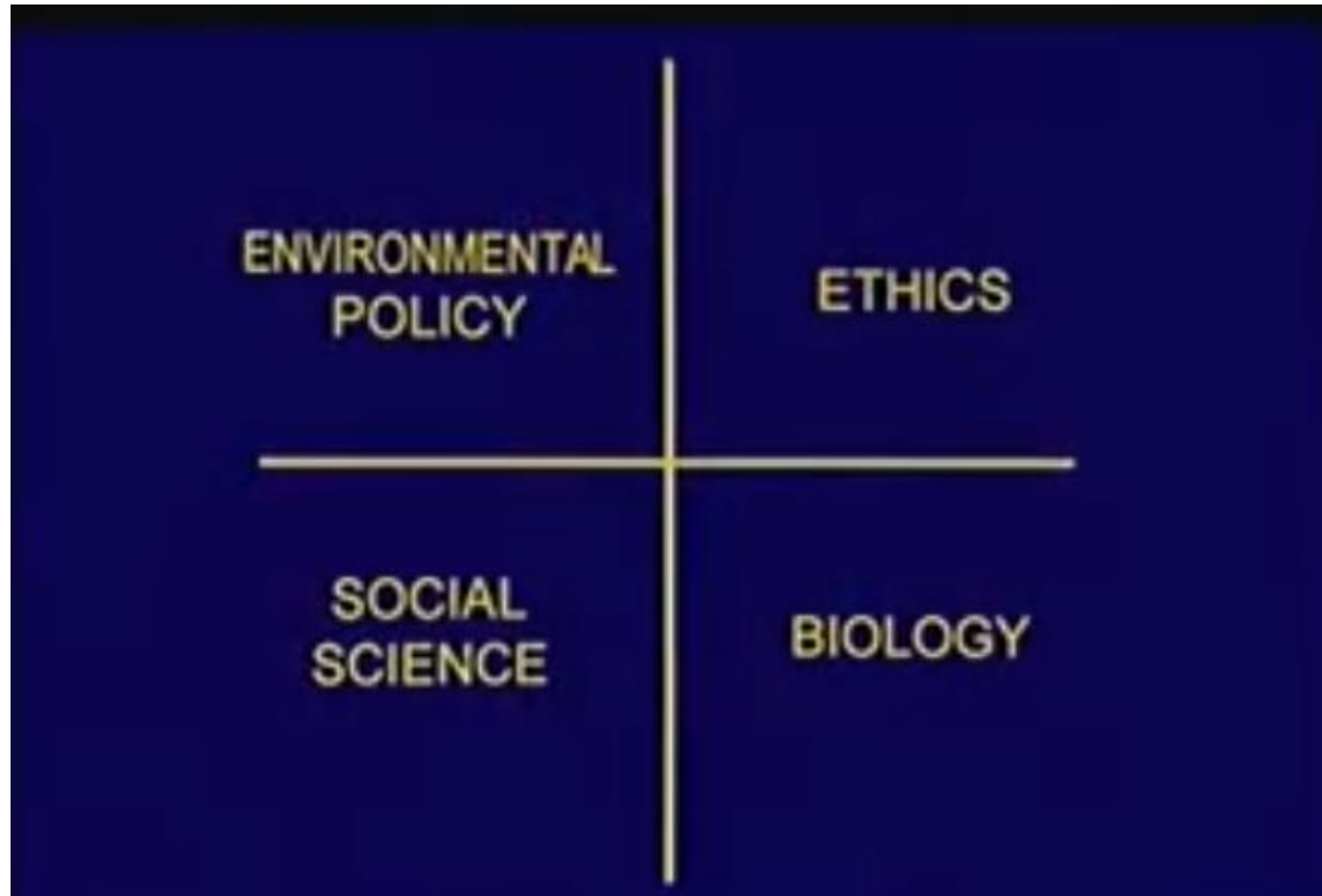


Objects of Objective Morality

Energy, Mass, People, Money

E. O. Wilson
Consilience

General and
Broad. Not fully
Inclusive of
Human Interest



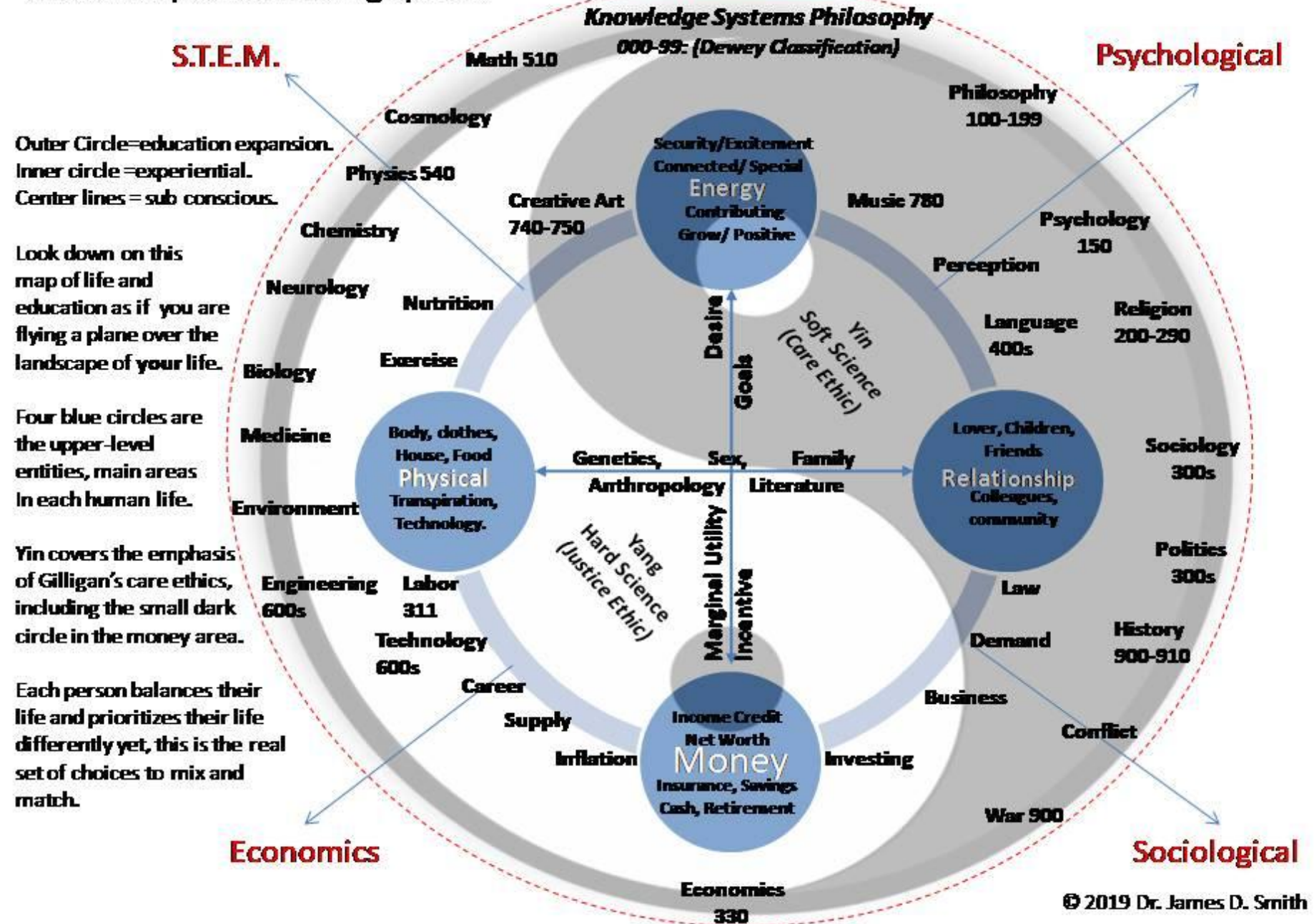
The Four Objects

1. **Mass:** Any body of matter of any shape.
2. **Energy:** Power derived from the utilization of physical or chemical resources, especially to provide light and heat or to work machines.
3. **Humans:** An *autonomous* person; a member of the species Homo sapiens, characterized by bipedalism, high intelligence, and the capacity for language and complex social structures.
4. **Money:** A *social credit unit* used in trade between humans. Unique in its purpose for prioritizing value.

The Total Picture

(Please understand the Eastern Dao symbol is a base because they are all interconnected and there are also three- dimensiona with a past history and goals and desires for a future.)

Global Map of Well-Being Spaces



The Individual Empirical Test

Areas of Your Life	*How satisfied? 1-10	Next step of improvement	**Difficulty of next step 1-10	Long Range Goal in this area	***Your Priorities
Housing					
Transportation					
Clothes					
Food/Medicine					
Physique					
Toys for fun					
Technology					
	Total:	Avg. Satisfaction:	Total:	Avg. Difficulty:	
Family					
Lover					
Friends					
Colleagues					
Community					
School					
Other					
	Total:	Avg. Sat.:	Total:	Avg. Difficulty:	
Income					
Cash on Hand					
Insurance					
Stocks/Bonds					
Credit Score					
Net Worth					
Retirement					
	Total:	Avg. Sat.: 1.2	Total:	Avg. Difficulty:	
Feel Secure					
Feel Excited					
Feel Significant					
Feel Loved					
Growing					
Giving					
Positive belief					
	Total:	Ave. Sat: Total Life S:	Total:	Avg. Difficulty. =	

The Business Transfer

15. HERO-HCMD for Business Goals: The Strategic Balance Sheet Assessment

	With This Area of Your Business	How satisfied am I? 1-10	Next step improvement Goal	Ease of next step 1-10	Long Range Goal	Top Priority Checks
1. Things/Capital	Office/Bldg.					
	Transportation					
	Uniforms/Logo					
	Inventory					
	Equipment					
	Technology					
	Other:					
		Total:		Total:		
2. Stakeholders	Executives					
	Suppliers					
	Customers					
	Employees					
	Community					
	Investors					
	Competitors					
		Total:		Total:		
3. Financial Goals	Revenue					
	Key Ratios					
	Insurance					
	Credit					
	Net Profit					
	Retire. Plans					
	Other					
		Total:		Total:		
4. Culture/Branding	Feel Secure					
	Feel Excited					
	Feel Significant					
	Feel Loved					
	Growing					
	Giving					
	Positive belief					
		Total:		Total:		

Fill each row across following this example:

Office/Bldg. 6 (Barely) Shrt. Trm: Storage Rm. 9 (Slam Dunk) Lng. Trm:33,000 SF space X

About X: X marks the most important priorities. Place an X by the two most important rows in each of the four factors.

Review the 8 Xs. Place a second X by the two most important of the 8. Place a third X by the top most important goal.

About the numbers 1-10, Higher means both more satisfied and easier.

Interpretations	1-2	3-4	5-6	7-8	9-10
Satisfied Scale	Not at all	Dissatisfied	Barely Satisfied	Somewhat Satisfied	Very Satisfied
Ease Scale	Impossible	Difficult	Challenging	Doable	Slam Dunk

Once completed, a full diagnostic of your business stress and business motivation is possible.

The Math
(These four areas
combine to create
42 quintillion
diverse positions.
Humans are all
the same yet
unique.)

A	1	B
Sense of Contribution	Excitement	Feeling Secure
2	Individual & Energy Psychology Neurosciences (White Center)	3
Feeling of Significance		Belief
Sense of Growth	Intuition	Feeling Loved
C	4	D
C	4	D
Coach	Stranger	Lover
5	Individual & Individual Sociology Humanities (Blue Center)	6
Colleague		Career
School	Community	Family
E	7	F

C	5	E	E	7	F	F	6	D
Iron Weight	Trees	Bricks	Toys	Clothing	Physique (DNA)	Molecular Bond	Fuel	Magnet
2	Things & Things Physics (Red Center)	8	8	Individual & Things Positivism (Yellow Center)	9	9	Things & Energy Thermo Dynamics Quantum Mech. (Orange Center)	3
Mountain		Flora	Food		Assistive Equipment	Inertia		Boson
Sand Beach	Gold	Granite	House	Auto	Computer	Semi-Conductor	Reflection	Gravity
A	11	G	G	10	H	H	12	B
			G	10	H			
			Insurance	Net Worth	Credit Score			
			11	Individual & Money Economics (Green Center)	12			
			Cash on Hand		Retirement			
			Estate	Stocks Bonds	Income			
A				1	B			

The Argument

- : 1) There are only four objectives at the highest level of human experience.
- 2) The four objects encompass every moral concern and dilemma showing clear patterns of moral choice.
- 3) Conclusion: All AI, education, politics, social constructions, individual, and group actions must include focus specifically on these four areas to be fully moral.

Typical Moral Dilemmas

Source/ Social Powers	Coercive	Reward	Referent	Knowledge	Information
Cornell Realism	Biological	None	Social	Psychological	Realism
HEO	All Physical objects except humans	Money (Economics)	Relationships with people (Sociology)	Energy (Psychology)	BFO-ISO (Organization)
Moral Theory	Critical Life needs	Conative desire fulfilled	Autonomy as shared human quality	Decision-making process	Experiences of short- and long-term value
Heinz Dilemma	Cancer is present, and a cure is distant	Money insufficient	Is your lover worth you violating the autonomy of a druggist?	Break social relationship with other humans	Research to assess a model of moral development
Trolley Wreck	Throw one unsuspecting man to death to save five on tracks	One bystander dies instead of five	The autonomy of one individual is violated. Five strangers saved	Feelings of dismay over utilitarian act that violates autonomy	How to act with no certain moral framework
Buy groceries normally each week.	Place the groceries on the register	Pay money to cashier	Relate to cashier in any casual way desired.	Feel good, uncertain, connected, or another way	Was it a good deal for buyer and seller?

Trolley Problem at its core: Philippa Foot & also Judith Jarvis Thomson

- Do I ever throw the obese person unwillingly off the bridge? No, never, because it breaks the human principal of autonomy that opens the **society** for authoritarianism and terror.
- Do I pull the lever to save five and let only one die or do I not interfere? It is your choice but if it were 1,000,000 to 1 then, yes, pull the lever. It is a **body (mass)** decision.

Heinz dilemma at its core: What is your morality?

- Morality vs. Ethics: The **individual versus society**. Morality is the husband decision to steal or not to steal. Ethics is intellectual property laws and other laws making stealing **things** for any reason illegal. (This is all social)
- **Money** or economics: Heinz does not have money and society did not donate enough for his and spouse's need. No lender would lend. The worth of his wife was not seen as enough. The government leaders did not get involved. **Everyone did not guarantee the loan for cure.**

Divine Command theory:

Morality is all in the book and the present day leaders based on the past. God says so and that's objective!

- There is no God in objective morality because God does not exist as an object nor is God in this world, of this world, or active. Therefore the first four of the Decalogue are excluded a-priori.
- Honor your mother and father as they deserve honor. Have a reasonable relationship that recognizes your autonomy and theirs.
- You shall not kill and you shall not steal our relationships and things or money.
- You shall not covet your neighbors wife is relationships More of a suggestion. It is thought control.
- You shall not covet Your neighbor's things is thought control and covering something of another's can inspire you to get your own.
- There is no evidence of God except in the imaginations and therefore God has no place in objective morality.

Peter Singer's Ethics

The Argument

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