

FROM SURVIVING TO THRIVING

ARMENIA'S PARADIGM SHIFT OF CONSCIOUSNESS SPARKS A CREATIVE BOOM



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Navigating uncertainty

The world we inhabit is undeniably unstable and continues to change at an unprecedented pace, a reality that is particularly apparent to savvy entrepreneurs. Many of us pursue a digital nomad lifestyle to free ourselves from external constraints and tap into our innate creativity. However, this decision raises an important question: **where to base ourselves and what kind of communities should we seek out to foster our growth and success?**

It may be tempting to seek out a location with minimal political and economic instability, but whether we like it or not, **change is inevitable and growingly more unpredictable.** Attempting to analyze and weigh all the variables can quickly become overwhelming and even futile, as new factors emerge that may not have been previously considered.

For example, did you have COVID on your mind before it happened? How about its implications on your day-to-day life? The point is - instability is inevitable, which calls for **a completely different paradigm of thinking, one that considers resilience, adaptability and receptivity.** This is one of the untold advantages of Armenia.



The launch of Armenia's first satellite into orbit from SpaceX spacecraft (2022)

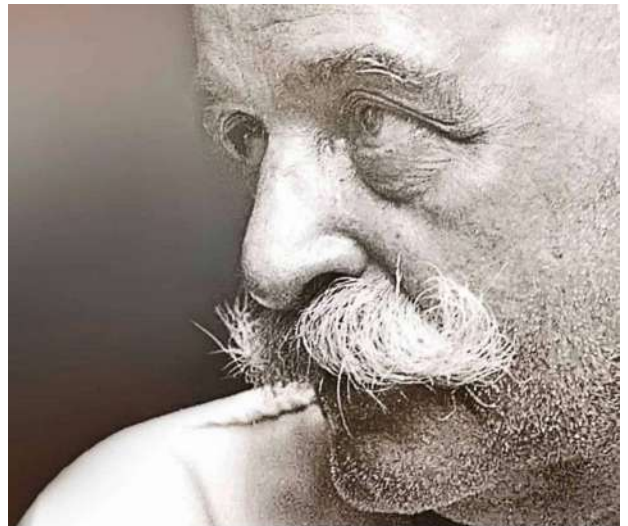
Armenia's experience of transmuting crisis

In the last 45 years only, Armenia has endured a tumultuous shift from socialism to capitalism, a devastating earthquake, a democratic awakening, armed conflicts and pandemics (even at the same time). You name it, we have seen it. **Despite these challenges, Armenia has become an island of democracy boasting a surprisingly high rate of economic growth** and a rich cultural heritage that draws visitors from around the world. Armenia's economic activity increased by 10.5 % in January 2023 compared to January 2022. So how can we explain this remarkable resilience in the face of adversity?

One theory is that human consciousness tends to remain asleep when things are comfortable and predictable. However, when you experience numerous crises in a short period of time, it becomes apparent that using the old mindset to solve problems is doomed to fail. This is the very definition of insanity that Albert Einstein warned about: "Doing the same thing over and over and expecting different results." **Armenia's history and current reality have forced its people to become a wild card in the deck**, catalyzing a radical transformation of consciousness.

“ The highest state of human being is not happiness, but rather a state of being able to maintain a calmness and presence of mind even in the midst of great adversity.”

George Gurjieff
Armenian philosopher,
mystic and spiritual teacher



Transcendental Meditation and evolution of consciousness

Let me give you an example. In 1988, the Spitak earthquake devastated Armenia, claiming the lives of an estimated 25,000 to 50,000 people, while 130,000 were injured. The aftermath was marked by overwhelming trauma and despair. Children who witnessed buildings crumble were afraid to return to school, and the emotional wounds of the disaster lingered long after the physical damage had been repaired.

In response to this crisis, Armenia turned to a paradigm-shifting solution: meditation. One particularly effective tool was Transcendental Meditation (TM), a scientifically-backed technique popularized by Maharishi Mahesh Yogi. In the years following the disaster, around 30,000 Armenians learned and practiced TM, which brought about an array of benefits that, turns out, go beyond relief from post-traumatic stress disorder.

Transcendental Meditation (TM) has become globally popular and more than 600 peer-reviewed academic studies demonstrate its ability to increase productivity, performance, creativity and brainwave coherence both individually and collectively. Its benefits have been recognized by many, including billionaire Ray Dalio, who has served as co-chief investment officer of the world's largest hedge fund, Bridgewater Associates. Dalio has attributed his meditation practice as the single most important factor for his success and the most valuable gift he could offer.

Other celebrities endorsing TM include Paul McCartney, David Lynch, Ellen DeGeneres, Cameron Diaz, Oprah, Russel Brand, Katy Perry, Jennifer Lopez, Jerry Seinfeld and Howard Stern, to name a few.



Armenians practicing
Transcendental Meditation (1989)

For Armenia, a devastating crisis prompted this mental technique to be “imported”, but since it is proven to accomplish more than stress relief, it became exponentially more helpful to those who learned and practiced it over the years. More than that, local teachers have been trained which allowed continued access to this technique.

Meditation is a highly personal and intimate experience, and the relationship you develop with it will determine what you gain from it. However, the general benefits of TM are well-documented.

I began practicing TM in 2014 and immediately noticed its impact on my ability to learn and focus. It helped me **access a greater sense of inner stillness, which prevented the busyness of life from becoming overwhelming.** I was able to achieve major scholarships, study at 4 universities, work in 3 different countries and transition to a fulfilling career as a consultant and coach.

Cooperating with the inevitable

TM is just one example of the many modalities that have gained popularity in Armenia, including cutting-edge coaching, multiple forms of therapy and yoga. In essence, the country's struggle with instability has resulted in a more resilient society, **leading to economic, political, and social progress as a side effect.**

The aftermath of Armenia's transformation has attracted a multitude of entrepreneurs from various parts of the world, including the former USSR area and Europe. This has led to the establishment and development of hundreds of successful ventures in the country.

One such example is the recent exodus of Russian digital nomads who have flocked to Armenia. It is estimated that since 2022 over 80,000 Russians have moved to Armenia to pursue their entrepreneurial dreams.

Let's face it, we are living in a time of unprecedented change and turbulence. The transformation will inevitably not only continue, but also happen at an exponentially growing rate. Therefore, **those who align themselves with these changes and cultivate resilience will be the ones who succeed in the future.** As the modern-day mystic Anthony de Mello once said, "Enlightenment is absolute cooperation with the inevitable." Although I believe that Armenia still has a very long way to go in terms of "aligning with the inevitable", its history and current political reality accelerate this process.

In conclusion, **Armenia has no choice but to keep on generating a new vision** – one that embraces coexistence and co-creation over domination and exploitation. If this is a vision you share, you will find partners here waiting to work with you.

