



Why Growth Online?

In this interview, Roy Posner, founder of Growth Online, - "fresh, new insights on human evolution and transformation" - describes how the site got started, what purpose it serves, and its vision for the future.

Welcome Roy.

Thank you!

OK, so why *did* you start Growth Online?

Well, let's start with a little background.

For years a number of close friends of mine have been involved in a group called The Mother's Service Society (MSS), located in Pondicherry in South India. They are a progressive, new age think tank, who have taken the ideas of Sri Aurobindo, the Indian sage and visionary, and have extended them into many fields of life. For over thirty years they have been doing ground breaking work in applying Sri Aurobindo's ideas in such diverse fields as education, literature, science, business, economics, social development, and others. It is really revolutionary what they have come up; unprecedented in my opinion in the annals of world thought. I believe they are literally a hundred years ahead in their thinking.

Well, back in 1975 I worked as a sales representative for one of the Society's affiliate businesses, Mere Cie imports. A year or so later I formed my own company, Kenroy, which became a distributor for the Mere Cie product line in Northern California. Needless to say I also got involved in the principles of Sri Aurobindo, and specifically to his ideas extended to the field of business, which were developed by Mother's Service Society. And so I made an initial attempt to apply these ideas at Kenroy. The overall approach at the time was called "The Consciousness Approach to Business Management."

So how did the business make out?

Not too well I'm afraid! To put it bluntly, we failed. We ended up making too many fundamental mistakes. Had we seriously applied the principles at our disposal, we would have not only weathered the storm, but thrived.

Still, it was a great experience. We helped pioneer a number of products along the way. And I learned a lot about myself -- my strengths and weaknesses -- as well as life.

Gradually I moved on and got caught up in the computer boom of the 1980s. After selling personal computers at the retail level, I founded GuruSoftware in the early 1990s. There we developed computer software applications for businesses and government, and also provided computer software training services to small and large companies in California.

Since we had developed software applications, and were also conversant with Mother's Service Society's profound insights into business and life, I thought that perhaps I could develop a program for personal growth. I also conceived of a similar program for business growth; that is, to help accelerate businesses profitability and growth. Both would incorporate the profound wisdom developed by MSS, particularly the insights of the multi-dimensional spiritual genius Karmayogi, as well as his close disciple Garry Jacobs, who I had worked with at Mere Cie years earlier.

So around 1995 I created an initial version of the *Evo/ve!* personal growth software, and put it out as a free download. However, at some point it became clear that *Evo/ve!* was not a rich enough program to address such a profound topic. The truth was that I needed a great understanding of the processes and principles of accomplishment and growth.

Perceiving my interest in developing my understanding in these areas, several close friends at MSS invited me up to their offices in Napa, California to have discussions on the key factors that enable people to grow and evolve. Every Saturday for two or three months during the summer of 1996 we had discussions on a number of profound ideas developed by Karmayogi. Despite all I had thought I had understood before, this new knowledge came as a revelation to me.

After a half dozen or so meetings, we came up with an astounding array of answers, as well as many unanswered questions, including an incomplete understanding of the fundamental process by which people progress in life. In essence, we could not agree on an underlying schema or model or first principles that could serve as the basis for a potential software program and expert system. Though we had come to understand the person and the nature of accomplishment from many perspectives, we had not yet found a unifying theory and approach.

On the other hand, I personally benefited greatly from the discussions, since my associates knew a heck of a lot more than I did at the time. Perhaps the most important result was that I now understand 10 or 20 fundamental principles of life that could aid in developing a future version of *Evo/ve!*, or at least could be the basis for articles that could be developed on a personal growth web site in the future.

Can you share with us any example of these principles?

Yes. One core principle was "inner-outer correspondence." That is, life is not divided into an inner and outer, but there is one contiguous stream of existence. Therefore, life on the outside is a reflection of your inner condition.

Then there was the phenomenon of "Life Response," which is a result of the application of the principle of Inner-Outer Correspondence. With Life Response, if you change some aspect of your being within -- such as overcoming a wanting attitude or a focusing your intention on something you want to accomplish -- then life on the outside suddenly responds in kind; e.g. with a new promotion, or money coming to you from out of nowhere, or the sudden fulfillment of your heart's desire.

This subtle unfolding of good fortune obviously transcend our normal perceptions of what is possible; of how cause and effect interrelate; of the nature of space and time.

As it would turn out, Life Response would become my obsession in the years to come. It culminated in my book, 'The Miraculous Phenomenon of Life Response.' which I completed at the end of 2008. It was truly a journey of a lifetime.

Any other ideas that you can share with us that came out of the meetings with your friends?

Yes, there were quite a few; every one profound in the extreme.

One very key topic was "The Process of Personal Growth," which is the idea that there is a fundamental process by which people accomplish, create, and grow in life. If we learn that process, follow it closely and carefully in our lives, then we quickly attract great success and achievement -- often coming in sudden bursts of positive response from life.

So what is that process?

The process of personal growth and accomplishment is simple actually. You have a vision of what you want to achieve, you aspire deeply for it to occur, you gain the sanction of your will and emotions to make it happen, you organize the best strategies for taking action, and then carry them out through an intense, persevering effort, applying your highest skills and best attitudes along the way.

When you do that, you will achieve your goals, and then some, as life will overwhelmingly respond from all quarters. The key is that by following this process, you create the greatest result in the shortest period of time with the least effort. By following the process of growth and accomplishment, you enable the greatest efficiency in life.

This is by the way the same fundamental process of creation in the universe. I.e. the process by which a universe of forms came about from a Divine source. I.e. some Creator source conceived of a universe in order to extend its own divinity into a multiplicity of forms, then organized it through supernormal means, out of which emanated a subtle, unmoving energy that when it moved became the basis of material formations, and the vital and mental existence that emerged out of that. Thus, there is a very similar dynamic in both the human process of creation and accomplishment, and the cosmic form.

That sounds more like metaphysics than principles related to life.

Well at some level, they overlap, and are one and the same. That is, the deepest principles of life relate back to original ideas of a Higher Reality. These principles of how life works, unfolds are expressions of, extensions of that Higher Reality.

Actually all of these principles, these "life truths," -- inner-outer correspondence, life response, the process of creation, and all -- are interrelated. One rates to another. E.g. following the process causes life to respond which is due to inner-outer correspondence; and so forth. Also they are one in that behind all life principles is an essential oneness rooted in the Divine Reality that supports them.

So you see, we were already knocking on the doors of the spiritual domain, which has to be at the root of any fundamental understanding of any type of growth and development -- personal, business, or social growth and development.

So for me these were stunning ideas, rooted in the deepest mysteries and secrets of life. Though I had already had been involved in spiritual life, these principles provided a new depth; enabling me to experience the spiritual realm in a new, dynamic, practical way.

So how did these principles you learned relate to Growth Online?

Very good question! Well, shortly after these extremely stimulating get-togethers ended, I took the principles and wrote them up as articles you now see at the site. Inner-Outer Correspondence, Life Response, and the Process of Creation and Accomplishment are themes we consistently return to at Growth Online, along with many others.

Also, in trying to explain these subtle principles of life, I was also trying include practical examples of their application; mainly of people's real world experiences of the ideas. At first I began to think about how my own experiences related to these principles,. And so on a daily basis I observed my actions, feelings, and attitudes, and associated them with corresponding principles at the site. E.g. if I had a positive or negative experience of my own, I related it back to an attitude that caused the response. Now not only could I explain how life response is caused by shifts in attitude, and expand the life response article, but I then wrote an article on attitudes itself.

I also observed others. As a result I began to compile a number of incidents and experiences that illustrated the principles to our readers. I then also queried my friends, colleagues, even people on our mailing list, and asked them to send me their own real world experiences. A number of individuals were very cooperative; and their experiences proved to be absolutely wonderful! These proved to be the key practical examples illustrating the principles at the site. And it's been these real world illustrations that have turned out to be the great strength of the site. People could relate to the stories, and then they could more easily understand the principles behind. A number of people have commented about this practical, highly illustrative aspect of Growth Online.

So the great challenges for me then was to clearly explain the concepts and principles, gather and describe real world stories that demonstrated them, and try to convince people that the miraculous results described in these experiences was credible and a fact of life. After all I was expressing ideas so extraordinary, so startling new, that I had to explain them in a way that would not only be mentally interesting, but practically useful and believable. The astonishing stories gleaned from others and my own startling, self-revealing experiences are what did the trick. Now people had a reference point, and could examine their own lives and see the same amazing, miraculous-like results. For many that is precisely what happened.

Sounds very fulfilling, and thrilling -- for you and your readers.

Yes, it really was, and has been so till this very day.

(pause) You could say that all of our "lab work" of experiences in the field proved our hypotheses. Then at the conclusion of each of the articles I would invite the reader to practice them in their own lives, in their own field or domain. Many then went on to have their own variation and iterations of these wonderful experiences.

Perhaps just as important as the experiences, the understanding of the principles have caused many to now have a very different orientation towards life. As a result of their experiences and knowledge of the principles behind, they now see things in a new way, from a new inner perspective. In essence, they are now are looking out into the world with fresh eyes. This is very gratifying development for me, and a fulfillment of the very purpose of Growth Online.

In any case, that that is how we got started!

Sounds wonderful!

(pause) But then how were you able to balance things between giving subtle advice, and not turning them off with overabundant claims of the miraculous, even if that was the case?

Yes, from the outset I had to grapple with that very issue. We didn't want to seem like in too obvious a way that we were offering something miraculous to our more "rational" readers; i.e. those who did not know about life response and other subtle movements of life; even though at the heart of these principles is something astounding; that defy normal views of logic, of what is possible, and space and time. We didn't want to turn off those sorts of individuals who simply wanted tips on how to live a more successful and happy life. So we danced between these two extremes at first; those seeking practical advice on success and happiness on the one side, and those seeking the deepest, spiritual-like insights, which invariably bring about "instantaneous miraculousness" when implemented.

So how did you handle it?

I just gave in! Though I wanted to present ideas related to accomplishment, success, and happiness in a more traditional way, I saw that it was not going to work. And it just wasn't me, in terms of what I and others knew.

Instead we took the approach that these astonishing ideas that enable life response was a fact of life. They could be explained both rationally *and* logically, even though they confound our normal views of what is possible. After all, over the years many of my friends, associates, and contacts and I have had so many of these experiences, and we understood why.

And so as we continued to explore the underlying causes of phenomena like life response, and then started accumulating this wealth of real world experiences from our associates and friends, the evidence became too compelling to avoid presenting it at the site. So such phenomena as inner-outer correspondence, life response, the process of creation, the spiritual Force, and others began to have an even greater presence at the site, *and* we were no longer bashful about emphasizing the miraculous results.

And this even extended down into the more traditional areas of personal growth. Even within common personal growth topics such as the importance of improving one's attitudes, or the

power of personal organization, or the significance of direction and determination to succeed in life, we constantly referred to outcomes of sudden good fortune that occurred when individuals raised their consciousness at any of these inflection points. That's what the results indicated; so why not tell it like it was, even in these more commonly accepted topic areas.

As a result, I was now determined to bring this evidence to the general public, not just the spiritually aware people and its corresponding sections of the site. Moreover, I was determined to explain these subtle, yet startling, miraculous-like results logically and rationally.

In the end, the goal was to inspire *any* person who came to the site; to help them be aware of and change certain limiting aspects of their being, and see how that could attract similar astonishing-like results. So for example if you changed your nature from weakness to psychological strength, you would not only make an improvement in your own psyche and balance of being, but you would also evoke sudden good fortune as a result.

You could also take it a step further, and make it part of a process where you could eventually you could permanently transform your nature at that level.

This was the approach I took for the first flurry of topics including personal organization, psychological strength, right attitudes, higher skills and knowledge, one's direction and intention, how to handle money, and a number of others.

It turns out that at the outset we developed about two dozen core articles, with practical titles that drew them in, and yet also revealed the secrets of evoking the miraculous for area of one's life being addressed.

So now you have several dozen articles at Growth Online. But the site these days seems much more than that. How did things develop from there?

Well, as we developed new articles, we had to revamp the site in terms of its organization and structure.

The first thing we did was to develop a number of the topics for the *personal* growth section of the site. The topics on *Inner-Outer Correspondence* and *Life Response (You Can Make Life Respond)* joined essays including *The Power of Attitudes*, *The Power of Organization*, *The Hidden Patterns of Life*, *The Great Secret: The Force* and many others. More recently, we added a new one that I really like, called *The Power of Living in the Depths*, which explores how to move to and live our daily lives from our deeper consciousness within so that we can be more mindful and function much more effectively in our daily lives. It is in this essay, along with the one on the Force, where we are opening up the portals of the spiritual domain to our readers.

(pause) However, at the beginning, when we first formed Growth Online, and perhaps even today, the topic on *attitudes (The Power of Attitudes)* is perhaps the central, universal, and most critical and useful one at the site, in that it is a very powerful entry way for self-discovery and self-awareness for so many. Anyone can relate to the proposition that there is a relationship between our attitudes and our ability to succeed in life. That positive attitudes attract success, happiness, and well-being; and negative ones repel them.

We also discovered along the way that attitudes is a prime method of attracting sudden good fortune. Shift your attitude away from the negative, and positive circumstances will quickly

move in your direction. It was for us an extremely powerful and profound insight about life. And so many we knew had experienced this powerful correlation in their lives.

That IS a powerful discovery.

Yes. Life response is rooted in the idea that the outer world and the inner me are not separate entities, but part of the same continuous stream of existence. Therefore if I change the inner me -- such as through a shift away from a negative attitude about someone else or our work or ourselves -- the outer instantly responds in kind. Good fortune suddenly appears before us. This is the principle of "inner-outer correspondence." It is the principle behind, what enables this phenomenon of "life response."

(pause) So these and other subtle perception of the workings of life began to move us beyond the normal range of inquiry into personal growth, to the magical and mystical. Actually, it brought us face to face with universal truths about life, not normally perceived by humanity, yet are as real as the five fingers on my hand, as common as any reality on earth.

It sounds like you were getting into some fascinating, previously unexplored territory for your readers.

Yes, I think that what made our sight unique was the fact that we not only uncovered the fundamental truths of accomplishment and growth -- such as the power of intention, right attitudes, psychological strength, personal organization, personal values, and so forth -- but we had begun to uncover the life response phenomenon of sudden good fortune through which many of these outcomes manifest.

Thus over time, we were able to document dozens of examples where people evoked powerful life response results by raising their level of consciousness in one or more of these areas.

So now you had linked the two words; the practical and the cosmic!

Yes, you could say that!

(pause) Naturally this line of inquiry opened up other possibilities, including investigation into other subtle principles by which life operated. And those too we documented, and began putting on the site.

And this in turn led to even more philosophical questions to address; such as what role and purpose do we serve in the world, what is our ultimate potential and possibility, and so forth. Beyond that we also were compelled to explore the deepest metaphysical issues, such as how the universe came to be, is there a spiritual consciousness beyond creation, what is life's purpose relative to these, and what is the destiny of the human race.

Fortunately, these were issues that we had been investigating, pondering for over twenty five years through our association with the teachings of the seer and sage Sri Aurobindo and his spiritual partner known as the Mother.

As a result of this combination of insights into what enables us to accomplish in life; what the subtle laws and workings of life are; and answers to the great metaphysical questions, I felt that we could now present a new world view that the Internet community was ready for.

It was the right time to act, to put up the site; to put it all on the line -- from the practical to the metaphysical. From powerful methods to attract success to the mysteries of life's workings and the nature of the spiritual Reality.

Uncovering all of these dimensions of life must have had some effect on you personally.

Yes, of course. After all, it was also my objective in life to grow as a person: to discover the keys to success, well-being, and happiness, and especially to understand how the power of spirit can bring about great positive change in one's life.

As so as I published these ideas on the web, I reflected on the occurrences and circumstances in my own life. As I collected stories from others, demonstrating and supporting these concepts, I increasingly saw them at work in my own daily existence; and so the concepts started becoming crystal clear. As we say at Growth Online, the principles had begun to move from mere *mental* conception, to a lived *life* experience and perception, and even to a fully absorbed, spontaneous action emanating from the fiber of my being.

As a result, I now recognized these phenomena much more often when they did occur. Something inside me continually perceived what the necessary accomplishment, success, or life principle was at play, and therefore how to act to evoke the best conditions in that situation. In other words, I was now not only more conscious of my own weaknesses, my own limitations, but I was also more acutely aware that changing any of these to the positive, or taking o certain, inner spiritual actions can evoke overwhelming positive response.

Or to put it another way, I was becoming much more conscious of the relationship between my inner self and the world outside me. I more clearly saw that everything around me was a mirror of who I was; and each time I raised the level of consciousness in my my being, say by shedding a wanting attitude or by opening to the spiritual Force, life around me quickly changed to the positive around me.

Now I began to understand the spiritual principle of the harmonious relationship between the inner and outer, which itself reflects the fundamental Oneness of all things in the universe.

It sounds very exciting; maybe even fun!

I am glad you said that, because it is actually quite enjoyable and very absorbing to experience this relationship; to perceive inner-outer correspondence taking place; to see how simply altering one's attitude, or intensifying one's aspiration or intention to accomplish a goal, or even by cleaning my refrigerator can quickly attract these miraculous-like results!

And naturally all of these little miracles taking place energized me and continues to energize me to no end.

But what about the rest of us? Can we experience it as well?

It is actually happening to every one of us all of the time.

It's just that we are oblivious and do not take the time to notice the Magic. We are so caught up in our ordinary lives, in the surface moment-to-moment occurrences that we are unable to perceive these subtle, yet startling events.

And even if we were to perceive them, experience them as they occur, there is the fact that we haven't learned the ways to evoke these marvelous results *on demand*. That is what I had hoped to accomplish by publishing these materials at Growth Online. It would be the means for readers to acquire this profound knowledge; with all of the principles of accomplishment and success, and all of the practical outer as well as subtle inner methods of attracting them. Then they would be more conscious in their everyday lives, and know just how to evoke sudden good fortune by taking to the right inner tact and method in that moment.

(pause) And yet having said all of this about my own experiences in this space, certain doubts linger from time to time. Not about the truth of these principles, but about my own sincere dedication to embodying them.

Can you explain?

(pause) One central question that comes up on occasion is whether I am truly dedicated to living this sort of life; of practicing this New Way of Living I talk about. Is it merely a hobby, a sidelight, or a fundamental reality that is key to my life's growth. Which in turn begs the question of whether I am really sincere about raising my consciousness; serious about wanting to grow and evolve as a person. It's a question I ask myself continuously, and with increasing frequency the answer is "yes."

I appreciate your sharing this with us. It is very moving.

(pause) So what else can you add about Growth Online's history?

Well, first of all we expanded on the scope of what growth and development entails at the site. We went from *personal* growth and development to *business* growth and development, and then to society's growth and development.

Mira International, a management consulting firm in Napa, California has done remarkable work in the area of business growth and development. They have taken the deep insights developed at Mother's Service Society and have incorporated them into the work they do for their clients. Out of that work has come several books from Mira, including *The Vital Difference* and *The Vital Corporation: How American Businesses Big and Small Double Profits in Two Years or Less*. I believe they have discovered the root causes of business growth and profitability, and have revealed the key triggers of corporate success. Specifically, they have explained in their books what a business is fundamentally made up of; what the real "soul" of the business is.

And that is?

The soul according to Mira are the business values an organization employs, and how they are applied to the everyday workings of the firm. They explain that when the company discovers its core values, in essence its psychic center, and applies it to the smallest details of activities in the organization, it generates tremendous energy that has the power to attract enormous success.

(pause) Also, as you might imagine, there is a nice parallel between the growth and development processes of the individual and that of an organization. Of the soul and psychic center of the individual person and of the business.

Which is what?

Which is that the deeper one goes, or the closer one gets to the source of being, the more *power* the individual or company has; which releases a stupendous energy to create and accomplish in the world. And that brings the further reward of deep and abiding joy of living.

For the *individual*, it's a connection to one's higher nature and consciousness, which reflects as accomplishment, success, and delight of being. For a *business* it is the connection to and application of its deepest purpose and highest values that in turn energizes the company, resulting in accelerated levels of productivity, growth, market share, profitability, admiration, influence, and so forth.

As a result of this parallelism, we decided to incorporate a number of the insights described in Mira's books into the business growth part of the Growth Online site. Topics such as the power of business organization, the power of business values, the importance of customer satisfaction and delight, and the importance of being in tune with new developments in society were all developed into articles and put up at the site.

(pause) One topic that was particularly interesting to me is the one where we suggest that if the company wants to really succeed, then the *owners themselves* need to grow and evolve as individuals. There have been quite a few occasions where my colleagues and I have gone into a company only to find out that the central problem was not due to lack of organization, or limiting products, or the non-responsiveness to the marketplace, or lack of capital, but due to the limitations of the leaders of the company, who needed to overcome some particular limiting attitude, belief, or perspective. Once they recognized that limitation, and made an effort to change themselves, everything would start moving in the right direction for the company. Sales would start growing from seemingly out of nowhere, opportunities would arise, profit would jump. In other words, we discovered that inner power within the very soul of the leader could release the energy that would attract tremendous results for the company.

You also mentioned society's growth.

Yes. There is also Growth Online's *society's* growth and development area. If you go to the [Mother's Service Society site](#), you will see that they have been doing truly pioneering work in the area of social development. Once again utilizing Sri Aurobindo's insights into the nature of development, of the processes that enable social entities and society to grow and thrive, they have been able to look afresh at the fields of economic and social development, and come up with profoundly new and creative insights into why societies progress and develop. Like their insights into personal and business growth, their insight into social progress is truly revolutionary. Along with insights into personal, spiritual, and business growth, their uncovering the keys to how society evolves, and how we can consciously accelerate that process is one of their greatest achievement.

So it was only natural to incorporate these fundamental ideas about social development into our site. Based on MSS's many papers and presentations to important world bodies around the world, we have developed some interesting articles on the history of humanity and human development. There we discuss how society has come to be what it is today, and where it is headed in the future. For example, in one of the articles we describe the various stages of human development down through history -- including a *physical* stage of survival, a *vital* age of expansive interaction and trade, and the currently emerging *mental* age of man, marked by freedom, democracy, and individual self-fulfillment. We even point to a future *spiritual*

age, which I believe is what will begin to emerge in the 21st century, once the mental stage has more fully developed.

Again we utilize Sri Aurobindo's profound insights into human evolution, as well as his insights into social development as a reflection of a spiritual evolution of society. We also make use of his insights into the processes of creation and development to uncover the secrets to the processes by which society evolves to increasingly states of consciousness, organization, and power over time.

Members of MSS, through their affiliated organization, The International Center for Peace and Development (ICPD), their affiliation with the World Academy of Arts and Science (WAAS) have presented a number of these ideas and principles on economic and social growth and development to important gatherings and forums around the world. Their work has been sponsored by everyone from the United Nations to the highest government officials in India, Mexico, and elsewhere. I believe their breakthrough work and practical insights have and will continue to have great influence over developments and events of the world, whether at the practical or at the unseen, subtle level.

But why would your viewers be interested in this type of information?

That's a very good question. I believe that most educated people are interested in fresh new insights into where the world is headed, where society is heading. I think they are intrigued by commentaries on such topics as "what is the purpose of the Internet in society's development "; or "what is the real purpose and meaning of money in the world"; or "what are the current conflicts indicative of in human evolution", and "what are the possibilities for solutions based on new insights into these problems." MSS, ICPD, as well as WAAS have given us a wonderful understanding of how undercurrents of social forces and powers that we are mostly unaware of have given rise to and created the present conditions and circumstance in the world. They have revealed the *hidden* processes that are at work, and have illuminated what the keys are that would enable us to accelerate positive social development in the future; including overcoming the scourges of unemployment, poverty, disease, and war.

So our interest has been to bring to the public the deepest insights of personal, business, and social growth and development; to reveal the processes at work; the hidden currents, forces, and powers at play; and to learn how to perceive and access certain inner and outer levers that can change the course of life at any of these levels. After all, from the highest perspective of consciousness everything is related to everything else. If we develop new possibilities at one level, it affects the other. E.g. if we produce more conscious individuals, society will benefit. Likewise, if we create a more harmonious society, then the individual will blossom in that environment, and so forth.

Well, you've certainly got lots of ideas at the site, but is there something a little more emotionally stimulating to make us want to pay a visit, or better yet to keep coming back?

Yes, very much so. We've really tried to make the site more interesting, more diverse, more stimulating; where you can interact with it in different ways; in some ways that are more educational and intellectual; in others, that are more stimulating and fun.

I remember taking a walk with a friend of mine who is a principal at Mira International, who suggested that if we were ever to develop a personal growth program or site, we should make

it stimulating and entertaining; even humorous and funny! People want to be entertained when they learn. So we've taken that approach at some parts of the site.

The best example of this is the online adventure 'The Journey.' In this fictional short story that we developed specifically for Growth Online, we guide the user on a journey around the world, on a kind of spiritual mystery tour. Although, on the one hand, the purpose of the adventure is to make people aware of some of the unique concepts of the site, such as the Life Response phenomenon, we also created it as an entertainment adventure.

I think the The Journey is a very enjoyable, playful, mysterious, and dramatic story. It's kind of a science fiction tale that crosses five continents that along the way puts you in touch with the great mysteries of life and the subtle powers we have within ourselves to direct the course of events. You are taken on a journey around the world to try to fathom several practical and spiritual mysteries, and then you are subtly made aware of the fact that a fuller understanding of these mysteries and the deeper spiritual principles behind them can be found at Growth Online. That was the point of this adventure story; to create real characters and mysterious situations that bring out several of key principles, that the user would discover, and then, if he wished, he could learn about in greater depth at the site. One example is the phenomenon of "Life Response," i.e. sudden good fortune that one can evoke through shifts in consciousness within; such as shedding a negative attitude or coming in touch with the spiritual Force. It was clearly what we had in mind from the start when we wrote this stimulating little adventure story.

Also, we made the story international, incorporating characters from different cultures. It's important that the site appeal to people of different backgrounds and perspectives.

Any new features you've added to the site lately?

Yes, very many. Perhaps too many!

Could you describe a few?

Well, first we added a search engine so you can find information at the site. There is so much at Growth Online, it could literally take months, if not years to study everything there! One friend of mine described the site as "an entire universe"! So the search engine narrows the topics down to what the user is interested in. It's a very handy tool to find what you want across hundreds if not thousands of pages of content.

Speaking of which. In terms of content, we have recently added a number of very important new features, including our central database of original articles, categorized by subject, as well as a knowledge base of thousands of original thoughts by our small number of sage authors.

In addition, we have developed a number of portals that the user can begin at for such topics as personal Growth, Spiritual Growth, Business Development, Values, the Education Center, and so forth.

We have also developed an area where the user can receive answers to the major questions of life, as well as Personal Assessment and Business Assessment area where the viewer can assess themselves or their businesses

So you can see we are going down many different paths simultaneously and trying out many different approaches. We will see which ones work the best; which features people really respond to. That's the litmus test for us; our reader's response.

Currently we are tracking at about 5000 viewers a day, with nearly 8000 article views per day. We are very pleased with this, and we are very happy our readers are getting a chance to review what we consider to be unprecedented, revolutionary, original content related to human consciousness.

It sounds quite ambitious!

Yes, it really has been. And yet, I believe that everything that has emerged has been part of an organic process; an unfolding that has taken a natural course based on what is already there; from new insights and inspiration, suggestions of the reader, and new opportunities in web-based software technologies. We have done many experiments; some of which our viewers have not responded to, but also many others they have.

Of course, in one sense the real litmus test of our success is whether people are coming to the site, and responding. In terms of the latter, there has been overwhelming appreciation for the content presented, as we see from so many of the testimonials. When so many people have told us that their lives have literally changed because of the specific content they came to the site, then we know that our mission is being fulfilled. Of course, there is no end to the scope of potential, so what really matters is how our success continues, even accelerates in the future.

But how does Growth Online itself benefit?

Another very good question! How Growth Online sees itself benefitting at is not easy to put into words; other than having the satisfaction and joy of having others benefit from this knowledge. If more and more people come and benefit, that will give us ever-increasing pleasure.

We also experience great pleasure in writing the articles in the first place, which are often based often on exhilarating inner and outer experiences each of us have had.

Whether Growth Online breaks out to a whole new level of success, including readership, monetary gain etc. remains to be seen. I really do not know what destiny has in store for the site, but I have deep faith that the journey will continue to be an exhilarating one; one that we refer to as an "adventure of consciousness and joy."

Thank you, Roy.

You are very welcome! It's been a pleasure.