

Creation — The Sacred Step

A sovereign remembering from the Design Like Nature™ field

By Kenneth Alston – June 2025

In life, real life, in real living species, the moment of creation of a new entity is sacred.

From the fusing moment of one egg and one sperm, to the arrival of a grain of pollen to the waiting ovary in the flower, this is the start of a new creation.

The DNA operating system directs the proceedings as cells divide, grow, and specialize in their own sequence, in their own time, until the maturity of creation arrives.

The eggshell cracks open as the bird's beak pecks inside until she is released into the world.

The beautiful flower that tempted the insect to bring the pollen fades and dies as the seed grows to maturity.

Then, one day, when the moisture level is right, when the season is right, and the ground is fertile, the rootlet appears, growing into the ground, and the first leaves, the cotyledons, reveal themselves, opening up to the energy of the sun, powering further growth.

A new cycle is underway.

Creation ends, and the growth of the new life to its maturity — and subsequent reproduction — begins a new phase.

In its time, the new entity ages and dies, even as the next generation moves through its cycle.

This is sustainability in sacred cyclical motion.

But what of our inventions, our creations?

Where is the sacred motion in the design of our lives — outside of our physical bodies?

The house or apartment you live in.

The car you drive or the bicycle you ride.

The everyday items of life — the clothes you wear, the toothbrush and toothpaste you use to brush your teeth.

Where is the grace, beauty, and life-affirming energy that emanates from every part of the living world, but is absent in our man-made world?

This is unsustainability defined.

Toxic materials that don't belong. That harm the conditions that support life.
Products and packaging that fulfill a useful function but end up as useless waste with
nowhere to go at the end of their use.

Our products are not alive.
They have no life cycle — and it shows.

There is no sacred, sovereign design.

This is what we broadcast.

Remembering how life works.

A return to the natural order.

A reawakening of business, brand, product, and service operating systems that
intentionally sustain — even improve — the conditions that support life, as they fulfill their
utilitarian functions.

If you're a professional seeking to align your values with your work — join us.
The journey starts with a diagnostic.

Just as you would when you're unwell — go to see the doctor.
Understand. Then reset your operating system to align with life.


Discover how to be intentional in your work, no matter what your job title.
No matter what the company. Regardless of the company's stance on sustainability.

There is always some influence you can bring to bear to improve things.

One person at a time.
One company at a time.
One brand, product, or service at a time.

Act BOTH as a creator and a user of things.

Demand more of the companies you buy things from, as you seek to increase the internal
pressures inside your organization for systemic, sovereign, sustainable operating systems.

 If You Feel the Signal... → Begin your personal diagnostic Start aligning your work with life's design. Personal Diagnostic	→ Join the Sovereign Roundtable For founders and stewards ready to hold more. Roundtable
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