

## CENTER FOR THE STUDY OF POWER

The Center was established in 1968 for research and dissemination of information on conflict resolution and power, and on ways power can be used humanely and responsibly to increase human satisfactions.

Power, in general, is the capacity of a person to increase his/her satisfactions by intentionally affecting the behavior of others. We observe humane groups and individuals consciously avoiding the use of power. We believe this happens because of the bad image of power in many people's minds. Yet, when people of good will shrink from the exercise of power, dehumanizing forces are free to dominate the lives of almost everyone.

The Center functions to teach understanding and use of what we call "synergic power" — the power of creative cooperation. Synergic power can't be used to dominate or manipulate others because it is effective only when it is shared with the people affected by it.

Synergic power is a way to build caring relationships within a free society — a way to bypass traditional competitive forms of education and work — so that people can cooperatively co-create a future of their choice. Individuals initiate synergic power by leading/serving their fellows in (1) clarifying their experiences of discontent and longing, and assessing their resources; (2) visualizing desirable future conditions and experiences; (3) designing connecting bridges — strategies leading toward the desired future; and (4) inventing and freely selecting coordinated activities for each to build the bridge and to approach his/her shared and unique goals.

Publications from the Center include occasional papers on power and a new book, *Synergic Power: Beyond Domination and Permissiveness*, which can be ordered through the Proactive Press, Box 296, Berkeley, Ca. 94701, (\$5.95 hardbound, \$2.50 paper, plus sales tax for California residents.)

The Center offers workshops on the use of synergic power, and is prepared to consult with life-affirming groups or individuals concerned with increasing the influence of their programs.

James H. Craig, Ph.D. and  
Marge C. Craig, Co-Directors  
Post Office Box 9096  
Berkeley, California 94709

Telephone: (415) 549-0839

**SYNERGIC POWER**  
Beyond  
Domination and Permissiveness

**Synergic Power** offers individual people a tool they can use to generate creative cooperation in their personal relations and on a society-wide scale.

**Synergic Power** is the first clear statement of a new approach to power that had its roots in the Protest and Liberation movements of the sixties and early seventies. It shows members of a free society how to combine self-reliance with mutual support. It gives them the power to solve such problems as pollution, over-population, energy shortages, and lawlessness in the streets and in the executive suites.

**Synergic Power** shows how people can move away from mistrust and manipulation, and how they can begin to transform strangers and enemies into friends and allies. It builds upon the contributions of thinkers and activists like Maslow, Alinsky, Paulo Freire, and Martin Luther King. It offers additional non-manipulative, non-coercive ways to ignite and coordinate the potential power of alienated, passive people.

**Synergic Power** exposes myths about human nature, society, and government that get in the way of building a caring society. It opens up ways for people to come together to co-create a future of their choice.

We study power because we feel some responsibility for what happens to us and other people in the world. We want to be more effective in exercising that responsibility. We've written this book to share what we have found with more

people. We're not worried about people using synergic power to damage other people. Anyone who tries to use this power for selfish gain or harm will find the nature of his project changing. Either he'll revert to old patterns of power, or he'll find he's coordinating the actions of people responsibly engaged in promoting the interests of all—he'll be facilitating synergy.

**Preview.**

We'll not ask you to take our concept of synergic power on faith. We show how synergic power is a natural extension of human coping behavior, how it relates to traditional forms of power, and how it can be applied. The second chapter demythologizes the nature of man. The third chapter dispels myths about society. The fourth chapter provides a general overview of power from a fresh viewpoint. The fifth chapter distinguishes synergic power from directive forms of power and from permissiveness. The sixth chapter tells what's required to generate synergic power in personal relationships. The seventh chapter reveals the problems and possibilities awaiting those who choose synergic power for reshaping society. The eighth chapter shows how a synergic approach converts conflicts from adversary encounters into opportunities to build a caring community. The last chapter describes some individual and group efforts that are beginning to contribute to a synergic transformation of society.

**Jim and Marge Craig**

**PROACTIVE PRESS**  
P.O. Box 296, Berkeley, Ca. 94701 

Send me \_\_\_\_\_ copies of **SYNERGIC POWER: Beyond DOMINATION and Permissiveness.**

Library of Congress Catalogue Card Number: 73-86008

at \$5.95 each cloth     at \$2.50 each paper

Payment enclosed (Proactive Press pays postage and handling, California residents please add sales tax.)

Send to:

Send bill, plus shipping charges.  
(Institutions only.)

Name \_\_\_\_\_

Institution \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

# CENTER FOR THE STUDY OF POWER

Box 9096, Berkeley, Cal. 94709

James H. Craig, Ph.D.

Co-director

2-17-74

Mr William J. Volonte  
Box 3297  
Charlottesville, VA 22903

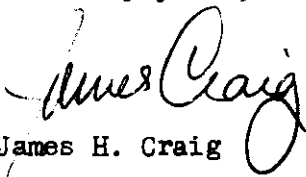
Dear Mr. William Volonte:

I'm not sure what we can contribute to your Social Movements Collection. Our main interest in social movements lies in the key people whose ideas and influence affected the timing and direction of past movements.

Our motivation in studying past movements is to learn how to stimulate and steer current and future social movements in directions intentionally selected by the people involved.

The philosophy of our Center is fairly well expressed on the blue enclosure.

Sincerely yours,



James H. Craig

**CENTER FOR THE STUDY OF POWER**  
**Box 9096, Berkeley, Cal. 94709**

