

SplitRock Strategies!



Creativity, Innovation,
and Transformation

ליצור, לחדש ולהפוך
Cornformation

Strategies of a Problem Solving and Storytelling People.

The world stands on three foundational pillars.

Shimon the Righteous used to say:
The world stands on three things;
Torah study, prayer and
acts of loving-kindness.

(Pirkei Avot 1:2)

Our tradition defines the pillars that sustain existence.

Torah

The pursuit of wisdom and learning. Our obligation as partners with God.

Avodah

Prayer and service.
The work of connecting
with the divine.

Gemilut Chasadim

Acts of loving-kindness.
Our responsibility to one
another and the world.

Today, we navigate the complex challenges of “Spaceship Earth.”

Our survival and spirituality in the 21st century demand a new language of action and a new framework for progress.

Three core activities are necessary for our collective future.



Creativity

The capacity to generate novel ideas and see the world anew.



Innovation

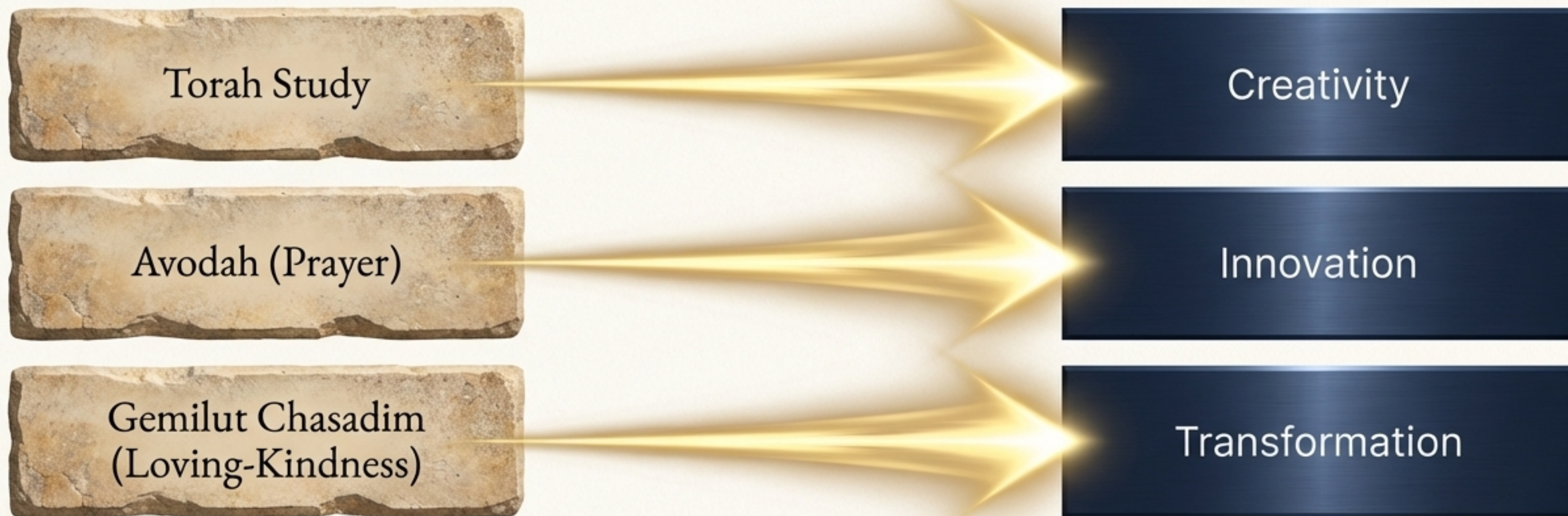
The process of applying new ideas to create tangible value and fresh experiences.



Transformation

The work of fundamentally changing ourselves and our systems for the better.


These modern imperatives are 21st-century renditions of our timeless principles.





Torah study obligates us to be creative partners in the universe.

From our study of Torah, we learn that creativity is not optional. It is our core responsibility as partners with God for the continuous well-being of the world.



Prayer requires innovation to remain vital and authentic.

Avodah, our service and worship, demands constant renewal. Jewish prayer must be fresh and innovative, otherwise it risks patterning itself after the static and lifeless nature of idol worship.



Acts of loving-kindness find their fullest expression in transformation.

Transformation is the process of making ourselves “response-able” citizens of Spaceship Earth. It is how we actively recognize and support the sanctity of all who dwell on it.

The SplitRock approach provides a method for discovery and action.



Our approach is founded upon the notion of a hammer splitting a rock into many pieces. Each piece shares aspects of the original whole, allowing for discovery and analysis from multiple perspectives.

This process creates a master or strategic plan for moving forward and managing the multiple steps of a project towards a defined goal.

Our focus is the core challenge of our time.



**The Rock of Split Rock Strategies is 21st century
Jewish Life in cyberspace on spaceship earth.**

An Invitation to Creativity, Innovation, and Transformation.



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