

**Deilight
Consulting**

Be curious. Become *Deilightful*
www.deilightconsulting.com

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**How the first test of
our sole core product,
Meaningful Change,
in a Scientific capacity
yielded results beyond
all expectation**

**Unlocking the nature of *Human Origins,
Identity, Existence and Clarketech***

A Briefing Pack for our Partners

Driving change through *Curiosity and Discovery*

We believe we've unlocked the nature of Human Identity, Existence and Clarketech

In a major *Human Sciences* breakthrough, a UK-based Think Tank and D&I Consultancy has announced exciting new research that hints at the origins of Human Consciousness, our true Identity and the nature of Existence.

It had initially set out to assess the causes and solutions to Hatred, but stumbled across a broader narrative that challenges our current understanding of the known universe, thanks to what it describes as 'a successful test of Humanity's first ever *Clarketech* – a Sapience-based change engine'.

After 14 months primary and secondary research into Humanistic Psychology that consolidates knowledge across dozens of contributing partners, Deilight Consulting's research hypothesis provides a singular explanation for the incongruence of Human Perception and resolves most major paradoxes that plague our currently accepted model of Particle Physics.

Undermining the Big Bang origins theory in favour of a divergent narrative anchored in Quantum Mechanics, it's underpinned by both qualitative and quantitative empirical evidence plus observational, experimental, derived and simulated data that has so far stood up to cross-examination from leading experts across Philosophy, Human Sciences and Theology – a rare triple lock.

The first project to be undertaken by the company's scientific arm since its September 2021 incorporation, Founder Ian Clarke summarized the body of research:

“Despite our many differences, Humans are surprisingly predictable beings. Together we embark on life's journey – the Human Experience – in order to discover ourselves, reach our full potential and learn as we grow the true meaning of Existence.

Each with unique perceptions, talents and experiences never to occur again on Earth in the same combination. Neither correct nor incorrect, yet always relevant when viewed from the Perspective of the observer. To see the perfection in our imperfections that we do, imagine Humans as pieces in a giant jigsaw puzzle. Lose one, and you lose the big picture. But fit them all in and you create a masterpiece.

This exciting research confirms we are more special than we could ever have imagined. Subject to independent peer review, our findings resolve key unknowns on the nature and drivers of Human Choice and the true definition of Human Sapience – that is, the innate ability 'to create and drive near limitless positive change' that guides our instincts, contentment, and sense of self.

I want to thank the hundreds of purposeful Human Being's and dozens of courageous partners who put aside their differences to help us complete this research, and for the broader work they undertake tirelessly every day to help ensure Humanity too may reach its common destiny and full Potential – the vision that is our authentic Human Identity.”

Having initially sought a product capable of tackling Hatred across communities and businesses, it unexpectedly stumbled across 'the lost science of Change Making'. By piecing together techniques, linguistics, and teachings from some of history's most notable Change Makers – such as *Emmeline Pankhurst*, *Albert Einstein*, *Martin Luther King Jr* and *Princess Diana* – it was able to create what it describes as 'Humanity's first piece of Clarketech – a Sapience-powered change engine'.

It then went on to test the Clarketech – up until now, a theoretical capability anchored beyond known physics, such as here in *Quantum Mechanics* – in a scientific capacity that yielded a batch of 45 discrete but interconnected and re-testable discoveries.

Among its findings is a possible explanation for the latest Pantheon+ and SH0ES observational data depicting the evolving nature of Dark Matter

and Dark Energy over space and time, plus implications for the search for alien life, Artificial Intelligence, Linguistics and Astrophysical paradoxes such as Olbers and Fermi. The company confirms it has reached out to the *Harvard Smithsonian Centre for Astrophysics* offering to share its findings.

“The threat from hatred to our existential survival appears greater than we ever imagined. Still wholly reversible, it requires us to want to save Humanity first”, explains Ian. “We’ve been able to define and explain – I believe for the first time – a holistic, consistent and coherent scientific explanation of Humanity’s origins, identity, nature, purpose, perspectives, perceptions, uniqueness, sapience, authenticity, choices, existence and taxonomic lifecycle that is agnostic of religious, geopolitical or commercial agenda.”

Reporting on the resolution of its initial research question, Deilight Consulting defined the key sources fueling hatred across societies as including:

- A. **Geopolitical recklessness through Social Construction** (divide and rule), fueled by greed and a desire for self-promotion at the expense of the greater good;
- B. **Global Education systems** that ignore *Humanism* entirely, despite 93% of all communication deriving from Authenticity (to ourselves and to others), and 100% of individual success deriving from Human Nature, plus;
- C. **Growing regard for deceptive extrinsic wealth** (Ego, Power etc.) fueled by money, exotic banking products and structurally inequitable yet widespread business practices (such as Culture Fit), that clashes with Human Nature, where contentment derives solely from intrinsic wealth (Success, Love etc.).

“Consider that the structure you live in wouldn’t have existed without the vision, ambition and purposeful determination of its creator”, Ian explains. “Then multiply that concept up to a planetary scale and you begin to understand how the world we live in is entirely a product of our collective identity. Appearing increasingly divided

and hateful, it reflects the deteriorating psyche of our species and a growing absence of change-making true leaders from power structures. This leaves us with the very real prospect of perpetual global recessions and even world wars caused by change-resistant self-promoting toxic masculinity unable to respond to the dynamic nature of an interconnected financial system, climate change and Human Identity.”

Elsewhere in *Deilight’s* findings, it appears that for most, Choice is an illusion. Consistent with Abraham Maslow’s Hierarchy of Needs, its only when Humans can find a place of safety, security and belonging that the cognitive load posed by Choice starts to lessen. However the firm found three additional dependencies to achieving self-actualisation beyond Maslow that rendered his model incomplete:

- ▶ **Kharma principle sustained:** When we behave Authentically and embrace our Human Nature (a genuine acceptance of ourselves and others), we infuse a naturally addictive Catharsis.
- ▶ **Most Human value derives from uniqueness:** Our species differences confer huge resilience as there will always be someone with the right abilities, perspectives and interests to help overcome any kind of existential crisis.
- ▶ **Purposeful Cognitive Predetermination:** When we help others before ourselves, the three intrinsic traits that define Human vs Dehumanised – *Sapience, Uniqueness* and an *Authentic Identity* – ramp up towards *Self-Actualisation* or ‘*Change Making*’. As in a particular type of Human operating at ‘full *Potential*’ enabling them, through complex interactions between Humanistic phenomena such as *Identity, Purpose, Ambition* and *Determination*, to drive the paradigm shifting change necessary to tackle wicked problems such as *Hatred* and *Climate Change*.

Most of these findings provide independent corroboration for previously identified individual concepts, but the significance here comes from the interconnectivity of Deilight’s singular narrative that has thusfar withstood multi-disciplinary cross-examination.

"Today businesses largely ignore the science of *Change Making*, viewing people instead as commodities rather than the biggest untapped resource imaginable that they are. But in the future, Sapience-powered businesses built around People and Potential in order to deliver 'Positive Change' as a service will come to define all non-automated 'Human' occupied workflows", Ian concludes. "After all, the only way to fight hatred is to change it, not just complain about it or talk about changing things one day."

The company is inviting independent review and critique through a series of academic briefings on its research. Plus its entered discussions with a number of academic partners to help scrutinize its validity and support the mainstreaming of its ideas into broader applications.

What research method did Deilight follow?

Ushering in 7 world records for change despite only setting out to change one institution, Deilight's origins in [Project Speak Up \(2021\)](#) gave it a singular insight into *Human Identity, Perception* and *Choice*. It learnt some Humans have abilities not sufficiently explained in current Science. Specifically, some exhibit the power to create *Change ('True Leadership')* with confidence, whilst others appear unable to even comprehend *Change* or *True Leadership*.

The firm took its Founders method and deconstructed the individual parts then reconciled them against current research to identify any gaps. It then scaled up the concept using *Ambition* and *Higher Purpose*. Seemingly absent of any demand amongst corporates for authentic D&I, and in order not to impact world events, it opted to pilot its product in a scientific context through its *Curiosity & Discovery* unit - one of four Sapient Change service groups it offers clients. Given the firms mission - *to protect Humanity from hatred* - it selected *the Clarke Paradox* as its research question: *'What is hatred, where does it come from, how do we tackle it?'*.

The test was beyond successful, yielding a batch of 45 discrete scientific discoveries across 7

academic disciplines. When pieced together into a singular contiguous hypothesis, they answer the research question and resolve The Clarke Paradox plus a number of others in known science while also integrating holistically into current science. Extraordinarily they have also shown the potential to unite leading experts from across Science, Philosophy and Theology under an aligned narrative with common interests.

If validated through peer review, this will confirm the viability and near-limitlessness of a *Sapient Change Engine* - Humanity's first incidence of a *Clarketech*.

What discoveries were yielded?

45 individual discoveries make up the hypothesis, broadly aligning to Psychology, Humanism, Sociology, Neuroscience, Astrophysics, Particle Physics, Quantum Mechanics, Linguistics, Philosophy and Sonocytology. They include:

- ▶ Close Encounter: A 3rd kingdom is uncovered
- ▶ Communicating subconsciously
- ▶ Confirmed: Humans are real
- ▶ Defining the Human Experience
- ▶ Estimating collective Human Potential
- ▶ Every Human's first question
- ▶ Extrinsic vs Human Perceptions
- ▶ Great minds do think alike
- ▶ How birds fly in perfect formation
- ▶ Humans don't make mistakes (mostly)
- ▶ Human have Superpowers
- ▶ Human populations revised down
- ▶ Identifying Light and Dark characters
- ▶ Not alone: A 4th kind is detected
- ▶ Personal and Human Identity defined
- ▶ Resolving The Olbers Paradox
- ▶ Resolving The Fermi Paradox
- ▶ The different levels of Consciousness
- ▶ The drivers of all Human Value
- ▶ The issue with acronyms, labels & words
- ▶ The keys to discovery
- ▶ The keys to success
- ▶ The meaning of life
- ▶ The most oppressed Humans of all
- ▶ The nature of Change Makers
- ▶ The nature of Choice

- ▶ The nature of Darkness
- ▶ The nature of Dark Matter & Dark Energy
- ▶ The nature of Free Will
- ▶ The nature of Hatred
- ▶ The nature of Human Potential
- ▶ The nature of Light
- ▶ The nature of Love
- ▶ The nature of Sapience
- ▶ The nature of our universe
- ▶ The nature of Worthiness
- ▶ The origins of Human Consciousness
- ▶ The problems with AI
- ▶ The rhyme of confusion
- ▶ The science of Sapience
- ▶ The science of Clarketech
- ▶ The universal choice
- ▶ What it means to be Human
- ▶ Why we don't see White Holes
- ▶ Defined & Solved: The Clarke Paradox

What are the potential impacts and applications of Sapience-based Clarketech?

Deilight's conclusions pose paradigm shifting implications for Humanity's current approach to Research, Education, Mental Health, Politics, Banking, Commerce, Business Management, Corporate Governance, Leadership, Government, Marketing, Military Strategy, Law and Order, Criminal Justice, SETI, AI, D&I and Climate Change

Its application is only limited by the ever-changing nature of *Human imagination*, and the fixed laws of physics as they exist in our universe. Examples include:

- ▶ De-risk global financial system
- ▶ Offset redundancies from automation
- ▶ Transform a firm or industry's levels of belonging, potential, productivity and profitability
- ▶ Deliver real work-life balance for workers
- ▶ Flatten corporate hierarchies and reinvigorate Leadership paradigms
- ▶ Deliver huge reductions in crime, injustice, inequity and disorder
- ▶ Usher in a golden era for Human innovation, contentment, collaboration and unity.
- ▶ Deliver world peace

- ▶ Advance an area of breakthrough science
- ▶ Preserve wildlife and promote veganism
- ▶ Deliver equality for marginalized people everywhere
- ▶ Save the environment and reduce the population growth rate

Who are Deilight Consulting?

Move beyond the performative to see and understand more, stand out, think differently, behave authentically, outperform financially, drive change, become successful and keep promises. Deilight Consulting uses change to help you create better leaders, cultures, discoveries, teams, ideas, decisions and results.

Founded in *Black History Month* 2021, we exist to protect Humanity from hatred and ensure it can reach its full potential. We do so by shining our Light on Darkness, fighting Hatred with Love and rewarding those with authentic curiosity by unlocking their full potential or making changes on their behalf.

As scholars of Humanism, we alone possess the keys to tackling the world's most wicked problems. Multi-world record breaking, multi-award-winning true leaders, we work holistically to ensure curious minds can reach their full Potential - either individually, as an organisation, community or government. We see differences but we don't discriminate. We value uniqueness.

Our commercial-minded full-service *Clarketech* - the first of its kind across Humanity - is pioneering the *Humanistic Sciences of Sapient People-Driven Change and Culture Transformation* to deliver just one core product: *Meaningful Positive Change*. Our 4 Sapient Change services - *Wisdom and Leadership, People and Teams, Identity and Communication, Curiosity and Discovery* - are each uniquely special, but create the best change when working together (just like people).

The 4 drivers of all Human Value fuel our gifts: *Uniqueness, Authenticity, Sapience, Perspective*.



Who is Ian Clarke?

Ian holds 14 awards for excellence, 9 chartered certifications across 5 disciplines, plus broader multi-disciplinary proficiency, complex intersectionality over 4 protected characteristics and 7 world records for change.

Formerly acting *Deputy Global Head of Sales* for 6 strategic sectors, with 14 years financial sector leadership experience across 2 continents having advised around 30% of the Fortune500 alongside global responsibility for content, innovation and strategy, Ian was the most senior 'diverse' executive at Europe's largest bank where he also he co-founded/led 5 People Bodies representing >12,000 marginalized staff. Beyond work, he supported & championed marginalised talent through schemes like Nightline, Whitgift SNAP, Kickstart, Young Enterprises and Migrant Leaders.

Last year, Ian made headlines after calling out hatred and corporate oppression across financial services - the only investment banker ever to publicly do so. On his own initiative, he single handedly planned and executed the biggest individual-driven change event in financial

services history, ushering in 7 world records including:

- ▶ The first black female board appointment at a major international bank in world history.
- ▶ The first 3 simultaneous board positions held by Directors of Afro-Caribbean descent at a major international bank in world history.
- ▶ The worlds first declared investment banking whistleblower on corporate hatred and oppression.
- ▶ The worlds only declared investment banking whistleblower on corporate hatred and oppression.
- ▶ The creation of the worlds largest private network of active banking whistleblowers
- ▶ The first regulatory investigation into institutional racism in global banking history.
- ▶ The creation of the world's first authentic D&I consultancy (as measured by defining and solving *The Clarke Paradox*).

He now leads *Deilight Consulting* as its *Founder*.

Further information and enquiries

We've prepared a 3-4 hour interactive academic seminar suitable for any Human of any ability (up to 30) to explain our unique story, research hypothesis, findings and implications. Now available in person or via Zoom upon request.

We also welcome any and all requests for private briefings, collaborations, events, lectures, peer review, publishing and research support.

Please contact us at

hello@deilightconsulting.com.

Be Curious.

Become *Deilightful*.

Human Identity is at its heart...

Be curious. Use your imagination. Be you. Go where you're wanted. Be Kind. Never stay where you're needed. Be ambitious. Treasure your uniqueness. Stand out. Accept yourself. Behave authentically. Get real. Don't judge others. Experiment. Think differently. Grow. Work purposefully. Help yourself by helping others first. Change your life. Care about the future. Embrace your Humanity. Create positive change. Find success. Make existence great again, but for everyone this time. **Become *Benevolent*.**

The 4 keys to making any Discovery

All sciences are in fact branches of *Philosophy*, thus a PhD is a 'Doctor of Philosophy'. But like all forms of *Change*, titles don't make discoveries. **People do.**

What is a discovery?

A *Scientific Discovery* is an announcement that someone has surpassed the current academic understanding of reality, with new compelling knowledge that is typically also verifiable, retestable, reviewable and publishable.

Scientific discoveries are a highly effective way of creating and driving change. But they are also the hardest to undo. Because you cannot undiscover science.

***The 4 Keys to Discovery* is our devised 4-step method any Sapient Human may use to drive change by discovering new Science (Deilight Consulting, 2022).**

Drive change through *Curiosity and Discovery*
www.deilightconsulting.com

1. Be Curious

Deception and Judgment make our innate Curiosity incredibly difficult to satisfy. Once we give up, it's hard to build back an appreciation for the idea we actually know very little.

2. Ask the right question

First, define your research question (Purpose), consider what you and others already know, discount false positives and isolate Cause & Effect. Ask the wrong question and you cannot get the right answer.

3. Know where to look

Like a treasure map, Intuition derives from Wisdom and guides us in the right direction. Most discoveries build on the work of others by spotting things they missed or couldn't account for.

4. Know what you're looking for

Drop preconceptions, keep an open mind, work purposefully, think logically, progress methodically and prepare to get it entirely wrong several times. Never assume you are wrong, or right either.

The background of the entire page is an underwater photograph. Sunlight rays stream down from the surface, creating a shimmering, ethereal atmosphere. The water is a deep, vibrant teal color, with gentle ripples and bubbles visible. The light creates a sense of depth and tranquility.

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