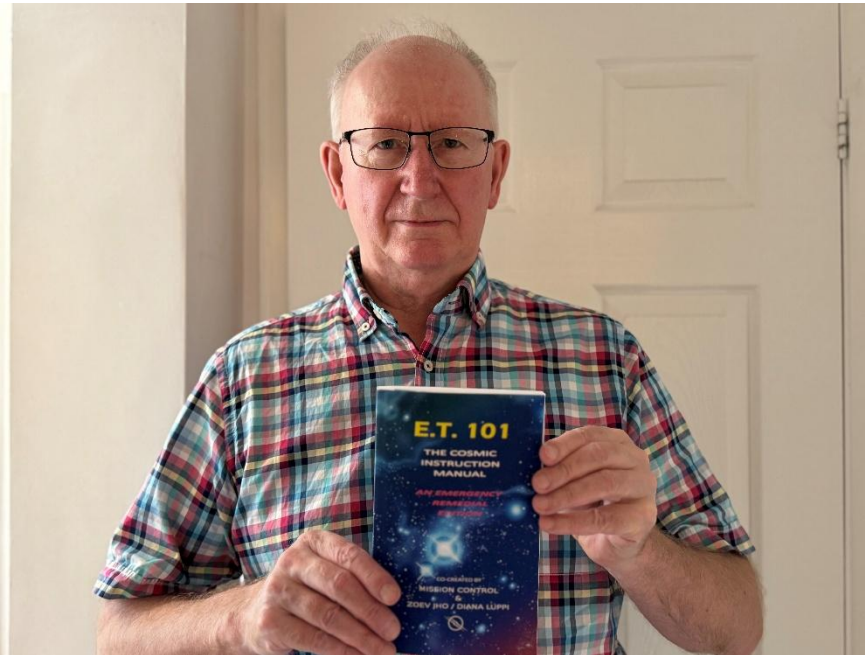


Wealden Business Group

Book Review: "ET 101: The Cosmic Instruction Manual for Planetary Evolution". Report by Bill Ferguson, Wed 30 July 2025



This little book is inspired by metaphysics. The idea of a benevolent entity sending a messenger or a prophet to our planet is nothing new to most major religions. The difference in this model is that the ET's are volunteers and they are coming in large numbers.

They are coming as aid workers, not as invaders.

They have selflessly chosen to incarnate in human form, and they are growing up amongst us. You might even be one of them!

The problem with incarnation is the amnesia that comes with it. We are introduced to the idea of all these kind and wise helpers growing up in our society with a sense that they are somehow different to everyone else but they struggle to work out why.

This book appeared in the early 90's and appealed to readers interested in alternative spirituality, extraterrestrial theories and what came to be known as New Age Thinking. It was aimed at a generation who were going through some scary times and were looking for optimism.

Putting that in context: The Cold War had just ended. In Europe, the Berlin wall had come down. Iraq was trying to invade Kuwait. There was an AIDS epidemic.

Margaret Thatcher was PM, soon to be replaced by John Major. There were riots against the poll tax. Mortgage interest rates soared to 15%

Social media didn't exist. Landline telephones were common, (most homes had access to one) but few had mobile phones yet (Nokia 101 appeared in 1992). And Fax machines were a standard business tool. We had VHS recorders to record TV programs. Personal computers were gaining popularity (Amstrad, Apple Mac). Windows 3.1 was released in 1992 (and the early adopters in Tenterden were getting 14.4 kbs via their service

provider in Brighton, for a mere 56p/hour – assuming you could get logged in). There was no internet for public use yet — information was accessed via libraries and encyclopaedias, and we still relied on traditional media for news, although Sky News was increasingly available by satellite.

Introduction

Apart from all the historical baggage and metaphysical stuff that I have just mentioned, the main selling point of this book for us is a great set of metaphors that you can apply to your business. On the surface, the book reads like science fiction — volunteers from another dimension incarnating on Earth to help shift human consciousness — but underneath the cosmic language is a sharp, often humorous guide to navigating uncertainty, change, and purpose. It's not a typical business book — and that's exactly why it stands out." I've picked out some areas that are relevant to us all:

1. Know Your Mission

ET 101 Message: You incarnated on Earth with a specific mission—but you forgot it.

Business Insight:

Define your "mission" Purpose-driven businesses tend to thrive. When you're aligned with a deeper mission—whether it's solving a problem, helping people, or innovating—your brand and decisions gain clarity and power.

Tip: Create a mission statement and revisit it regularly.

2. Stay Conscious, Not on Autopilot

ET 101 Message: Humanity is sleepwalking through life. You're here to help wake it up.

Business Insight:

Many organizations function in reactive mode. Conscious leadership requires awareness, responsiveness, and intentionality. Avoid defaulting to the status quo—challenge systems, question habits, and make value based decisions.

Tip: Practice mindfulness in leadership—pause before reacting, consider long-term effects.

3. Don't Take Yourself Too Seriously

ET 101 Message: Life on Earth is absurd. Learn to laugh at it.

Business Insight:

Humour is underrated in business. It fosters resilience, creativity, and collaboration. A light-hearted approach can defuse tension, boost morale, and improve customer experience.

Tip: Incorporate humour and humility in your leadership style—it builds trust.

4. Embrace the Unknown

ET 101 Message: Earth is an experiment. Expect the unexpected.

Business Insight:

Innovation comes from exploring new territory. Be willing to pivot, test unproven ideas, and adapt when things change. Covid epidemic made things change.

Tip: Cultivate a startup mindset—accept uncertainty as fertile ground for creativity.

5. Think Multidimensionally

ET 101 Message: Reality isn't what it seems. Look beyond appearances.

Business Insight:

Systems thinking, empathy, and a holistic view of your business are keys to sustainable success.

Tip: Analyse your business from multiple perspectives—employees, customers, culture, ethics, environment.

6. Collaboration Over Competition

ET 101 Message: We're all connected. Unity is the goal.

Business Insight:

Success increasingly depends on partnerships, networks, and shared ecosystems.

Tip: Focus on long-term relationships and mutual value creation. Like networking.

7. Be Willing to Wake People Up

ET 101 Message: You're an agent for change. Disruption is your job.

Business Insight:

Challenging assumptions and offering new paradigms can feel uncomfortable—but that's where innovation lies.

Tip: Speak the uncomfortable truths your industry avoids. Be a thought leader.

Closing thoughts

While ET 101 might seem “out there”, it asks the same questions as any good leadership course: Why are you here, and how are you helping the system evolve? That's something I think every business needs to consider, at least occasionally.

On the cover of Jonathan Livingstone Seagull by Richard Bach is a brief anecdote: someone asked the Dalai Lama, “how do I know if I have achieved my life purpose?” DL replied, “if you are still here, you haven't!”

Bill Ferguson

30 July 2025