

The Weinstein Manifesto

UNDERSTAND THAT ORGANIC AS DEFINED and enforced by the NOP and the NOSB is the beginning not the end. It is the lowest common denominator that was politically feasible in 1990. Those who follow us will and must push for much more. It is our job to nurture those who will look back at what we have accomplished and see it as the altogether inadequate response to a series of life threatening challenges that it is. We must welcome this vision on the part of our successors and encourage them to demand more.

LISTEN MORE. Listen to people you don't like. Listen to people whose ideas strike you as self-evidently wrong, ignorant, impossible. Those would have been you 30-40 years ago. Encourage unreasonable demands.

DISCRIMINATE AGAINST THE EDUCATED IN HIRING. Hire vigorous, energetic, ambitious advocates, trouble-makers and rabble-rousers. Look for passionate dreamers with defective resumes.

This is "just a taste" of the full Weinstein Manifesto, by David Weinstein, for the purposes of this presentation.