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THE EGO & ME

DISCOVERING IDEAS-SHARED



by
Bob Thompson

Ideas-Shared: The Ego & Me

Discovering Ideas-Shared

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Foreword

We live in a time of extraordinary tension and possibility.

Everywhere, systems built on fear and competition are straining, while human potential waits - quietly - to be remembered.

For centuries, our progress has been driven by intellect and ego: the part of us that plans, builds, and defends. It has achieved wonders yet has left us restless. We are efficient but not fulfilled, connected but not united, informed but rarely wise.

A deeper intelligence has always existed beneath that noise - awareness itself.

It speaks not in urgency but in clarity.

It reminds us that creation is sacred, that we are part of a living system, and that our purpose is not domination but collaboration.

This book is written for the moment those two worlds collide - when you sense there must be more than survival and success but can't yet name what "more" means.

It offers a mirror: a way to see both the ego that protects and the consciousness that creates, and to understand why they must finally work together.

Because our personal and collective crises are not random. They are signals - symptoms of the same imbalance between fear and awareness that lives within each of us.

When we return to cause-level thinking - when we begin to act from our higher nature - our energy, relationships, organisations, and societies transform. Problems shrink. Possibilities multiply.

That is the threshold this book invites you to cross.

Pause before you read on.

Let the noise settle.

Then begin the conversation between who you think you are and who you truly are.

Introduction

Every human being lives with two voices inside.

One is loud, protective, endlessly busy - the **Ego**.

The other is quiet, timeless, and vast - the **Higher Self**, the spark of consciousness that connects us to everything that exists.

Both are sacred. Both are needed.

The ego helps us function in the world.

It builds identity, makes plans, creates safety, and helps us navigate daily life.

But when fear, competition, and scarcity take hold, the ego mistakes survival for purpose.

It becomes reactive, focusing on **symptoms** instead of **causes** - fixing the visible pain while leaving the root untouched.

That's why so many of our efforts feel like running on a treadmill:

we treat debt instead of the mindset that creates it,

division instead of the insecurity beneath it,

climate symptoms instead of disconnection from nature,

loneliness instead of the loss of empathy.

The ego wants quick results; the higher self seeks real solutions.

The higher self - the divine spark - sees deeper.

It recognises patterns, understands interconnection, and knows that every external crisis begins as an inner imbalance.

It remembers that we are not separate from the problems we face; we are participants in their creation and potential resolution.

When we act from that awareness, we stop patching symptoms and start transforming systems - within ourselves, our relationships, our organisations, and our societies.

The harmony of ego and higher self is the essence of evolution.

The ego gives form and focus; the higher self gives vision and meaning.

When they work together, progress becomes sustainable, compassionate, and wise.

But when they drift apart, confusion reigns.

We chase outcomes without purpose, comfort without growth, growth without direction.

We mistake noise for movement, reaction for leadership, and activity for achievement.

The Ego & Me is a dialogue between these two aspects of being - the part that fears and the part that knows.

It invites you to pause, listen, and realign.

Because once we understand causes, we can choose differently.

And when we choose differently, we build differently.

This isn't a theory - it's the beginning of a new practice:
living from awareness instead of impulse, or manipulation,
creating from clarity instead of chaos,
and collaborating from truth instead of fear.

Read it slowly.

Let the words echo.

You may discover that your desire for better outcomes - in your life, your work, your world -
isn't ambition gone astray.

It's your higher self reminding you that the causes of our challenges are not outside us, but
within our reach to transform.

A New Day

The Restless Moment Before Awakening

There's a moment, just before the first awakening, when the noise is unbearable.
You scroll, you work, you push - but something in you whispers, *"This can't be it."*

You see the world straining:
people shouting but not hearing,
prices rising while values fall,
young minds burdened by debt,
elders ignored,
whole communities polarised -
and through it all, that quiet ache asking, *"Where did we lose our way?"*

You've felt it, haven't you?

The sense that you were born for more than survival -
that life could be about contribution, not competition.

That your ideas, frustrations, and dreams aren't random - they're calls to act.

But you look around and wonder: *Where do I start?*

You've been told to "network," "hustle," "innovate," - yet none of it connects deeply.

You crave meaning, not just motion.

You want to see humanity rise - starting with you, your circle, your organisation.

That's where **this trilogy begins**: a conversation between the parts of you that fight and the
part of you that knows.

Between the **Ego** - shaped by fear, division, and illusion -
and the **Higher Mind**, the spark that remembers why you're here.

Read slowly. Feel it.

Because every line is an invitation to wake, to remember, and finally - to choose.

And when you reach that final choice - when you're ready to turn that awakening into measurable, world-shaping action -

you'll know exactly where to go.

You'll recognise the structure you've been missing all along:

a place where awakening becomes delivery -

Ideas-Shared.

The First Awakening

The Moment I Wake Up

EGO:

I wake up, and for a few seconds it's quiet.

Then the noise rushes in - messages, headlines, unpaid bills, a sense that everything costs more and means less.

Another war. Another scandal. Another new thing to fear.

My body's awake, but my heart feels heavy.

I think: *Wasn't life supposed to get easier?*

I did what they said - studied, worked, planned - and still, I'm here, calculating, compromising, coping.

Everyone seems divided, angry, exhausted.

And if I'm honest... so am I.

Sometimes I wonder if this is just how the world is now - a shrinking space where freedom feels conditional, creativity is a luxury, and survival is a full-time job.

Maybe all I can do is look after my own.

SPARK:

You feel that squeeze because you're awake.

You're not broken - you're aware.

The weight you feel isn't only yours; it's the world asking you to see clearly.

Yes, systems are fraying. Debt and distraction rule.

We're flooded with data and starved of meaning.

But the crisis is also an invitation:

to remember what still lives underneath the noise.

That small, steady current in you - the one that wants to help, to build, to create - it's still there.

It never went away.
You just stopped listening.

EGO:

But what difference can I make?
I'm one person, one group, one small organisation.
The world doesn't listen.
People cheat, power wins, truth bends.
Why open myself up when it's safer to stay quiet?

SPARK:

Because silence is what keeps everything the same.
Because safety built on fear isn't safety - it's slow suffocation.
Because every major change in history began with someone deciding to care again, even when it hurt.

You don't need to fix the world - just your corner of it.
You can name one thing that's wrong, and instead of complaining, you can act.
Find someone who sees it too.
Ask: What could we do, right here, right now, with what we already have?
That's how change begins - not with slogans, but with small acts of courage repeated until they reshape reality.

EGO:

It still feels impossible.
What if I fail?
What if no one joins me?
What if I'm laughed at, ignored, cancelled, or crushed?

SPARK:

Then you'll know you tried while others waited.
Failure is motion.
Inaction is decay.
You were born to create, not just consume.
You have a spark for a reason - to imagine, to connect, to deliver.
That's how humans have always survived: by turning fear into invention, and despair into design.

EGO:

So this heaviness - this frustration - it's not a punishment?

SPARK:

No. It's the signal that you've outgrown waiting.
That your awareness wants movement.

You are seeing clearly enough to choose.
And the choice is simple - though not easy.

You can close your eyes again, go through the motions, hope someone else fixes it.
Or you can say yes to staying awake.
To using your awareness as fuel.
To connecting what you know with what you can do.

EGO:

If I say yes... what changes?

SPARK:

Everything that matters.
You start to notice opportunities hiding inside problems.
You attract others who are also done pretending.
You begin building a version of life - of business, of community, of leadership - that's aligned with truth instead of ego.

It won't be perfect, but it will be real.
And real is how we rebuild trust.
Real is how we rediscover hope.

EGO:

And if I don't?

SPARK:

Then the noise wins.
And you'll keep scrolling, coping, shrinking - until the next awakening tries again.
Because it will. The spark doesn't die; it waits.

EGO:

I don't want to wait anymore.
I don't want to live half-asleep.
I want to feel alive again - connected, useful, honest.

SPARK:

Then say it.

THE EGO:

I say yes.
Yes to staying awake.
Yes to awareness that demands action.
Yes to the spark that never left.
Yes to life that's bigger than survival.

I'm done waiting for permission.
I'm here - awake - and ready to start.

The Second Awakening

The Moment I Remember Who I Am

EGO:

Something's shifted.
The world still looks the same - the deadlines, the failure, the noise — but I see it differently now.
I've stopped hoping someone will fix it for me.
But I'm not sure what to do next.

I feel small again.
One person. One group. One organisation among millions.
What difference can remembering make when the world rewards speed and spectacle?

SPARK:

You remember because truth starts there.
You are not small - you are *connected*.
Every moment you choose awareness, you change the field around you.
The way you speak, buy, teach, lead, create - it all ripples.

That's who you've always been:
a creative force that forgot its power.

EGO:

Power? That sounds like ego again.
I thought we were supposed to rise above that.

SPARK:

Ego's power is about control.
True power is about creation.
Ego says, "Mine."
The spark says, "Ours."

Ego competes for status; the spark collaborates for meaning.
Ego builds walls; the spark builds bridges.
Ego fears losing; the spark knows giving multiplies.

You're not trying to destroy ego — you're teaching it to serve something greater.

EGO:

So what does remembering look like for me - for us?

SPARK:

It depends on where you stand:

- **If you're an individual:** remembering means realising you were never meant to live on autopilot. You were born to imagine, to build, to love. Every frustration, every idea, every moment of empathy is an instruction - an opening.
- **If you're part of an informal group:** remembering means reclaiming your shared energy. Friendship, community, teamwork - these are engines of change when aligned with purpose. You don't need authority to lead; you need agreement to begin.
- **If you're an organisation - a business, a charity, a government body:** remembering means returning to service. Profit, policy, or performance - all of them are tools. The point is impact. You exist to solve problems worth solving. To lift lives. To create conditions for others to thrive.

Each level is a mirror of the same truth:

we're meant to be conduits of creation, not custodians of stagnation.

EGO:

But I've been living from habit. From fear.

I've built an identity around what I earn, own, or manage.

If I let go of that... what's left?

SPARK:

You.

The you that existed before the job title, before the pressure, before the roles.

The you who knew how to dream, who wanted to help, who could imagine better and laugh in the face of the impossible.

That you is not lost. Just buried under noise.

Remembering is unearthing.

EGO:

I still worry it's too late.

The world feels hardened.

People are cynical, angry, divided.

SPARK:

Every generation says that.

And every generation has proven it wrong.

Cynicism is just heartbreak that forgot its purpose.

Division is just misunderstanding waiting for dialogue.

Remembering who you are isn't escapism - it's resistance.

It's rebellion against apathy.

When you remember, you refuse to become numb.

You start leading with clarity and compassion - and that changes everything you touch.

EGO:

What if remembering doesn't change the world?

SPARK:

It changes *your* world first - and that's how the rest begins.

When you create from authenticity, you inspire others to do the same.

When you lead with care, people respond in kind.

That's the mathematics of meaning: one spark ignites many.

EGO:

I can feel it - the old voice that says, "Don't get carried away," but also something deeper rising: a quiet knowing that I was meant for more than coping.

It feels... familiar.

SPARK:

It is.

It's the memory of being whole.

Of acting from purpose instead of reaction, or panic.

Of choosing creation over consumption.

This is remembering:

that the divine spark within you is not a metaphor - it's your operating system.

It's the part that sees clearly, acts justly, builds courageously, and loves without permission.

EGO:

So remembering isn't about becoming someone new.

It's about coming home to who I already am.

SPARK:

Exactly.

You've always known. You just stopped trusting that knowing.

Now you can choose again - with eyes open, heart steady, and hands ready.

THE EGO:

I say yes.

Yes to remembering who I am.

Yes to the creativity that never died.

Yes to leading, loving, and living from the spark, not the fear.
Yes to connection, to meaning, to impact that matters.

I am not small.

I am part of something vast, awake, and rising.

And I remember now - this is who I was always meant to be.

The Third Awakening

The Moment I Choose

EGO:

I've seen it now - the pressure, the pain, the potential.

I've remembered who I am.

But this is the hardest part, isn't it?

Choosing. Acting.

Because once I choose, I can't hide behind confusion anymore.

It's safer to keep learning, thinking, planning - but not deciding.

If I act, it's real.

And real means risk.

SPARK:

Yes - but it also means life.

Thinking kept you safe; choosing sets you free.

You've woken up, you've remembered, and now the question is simple:

Will you live awake, or drift back into half-sleep?

EGO:

If I choose, I'll have to change.

Habits. Expectations. Maybe even people around me.

What if they don't understand?

What if they don't join me?

SPARK:

Then you'll lead by example.

Every change begins with one person, one group, one organisation choosing to act differently before others believe it's possible.

The first one to stand often stands alone - but never for long.

Courage attracts company.

Clarity creates allies.

EGO:

But choosing isn't simple. There are too many fronts - money, politics, family, community, climate, fairness, business.

Where do I even begin?

SPARK:

Begin where you are.

You can't fix everything, but you can fix something.

That's how momentum starts.

If you're an **individual**, choose one frustration or one dream and turn it into a plan with someone else.

If you're an **informal group**, choose one shared outcome and deliver it visibly.

If you're an **organisation**, choose one measurable change that proves you mean what you say.

Start where your circle of influence meets your circle of care - that's your zone of real power.

EGO:

And what about ego itself? You keep saying I should let it serve me, not rule me.

How does that actually work?

SPARK:

Let ego become your drive, not your dictator.

Use its energy to sustain the work, not to own the outcome.

Let it crave excellence, not dominance.

Let it compete with who you were yesterday, not with everyone else today.

When ego serves the spark, ambition becomes contribution.

And contribution changes worlds.

EGO:

This is bigger than me, isn't it?

It's about what happens when we *all* choose.

SPARK:

Exactly.

Imagine it -

millions of awakened individuals,
groups moving from complaint to collaboration,
organisations realigning profit with purpose,
governments leading with service not ideology,
whole communities rebuilding trust from the ground up.

When enough of us choose consciously, progress stops being accidental - it becomes inevitable.

EGO:

But what if others never wake up?

SPARK:

They will. Eventually.

Awareness spreads.

Every act of courage becomes permission for someone else to act.

Every time you connect instead of hide you remind others what's possible.

You don't need to convert the world - just illuminate your part of it.

EGO:

So choosing isn't a one-time moment. It's a habit.

SPARK:

Yes.

Choice is practice.

Each day you wake up, remember, and choose again.

Each day the world gives you fresh chances to live awake - in how you lead, spend, speak, and serve.

You won't always get it right, but you'll stay real.

And real is what this era needs most.

EGO:

You know what I fear now?

Not failure. Not rejection.

But wasting the chance I've been given - to live a life that matters.

SPARK:

Then don't waste it.

The world is waiting for you - for all of us - to choose differently, think differently, and act differently.

Not someday. Now.

EGO:

I say yes.

Yes to choosing connection over division.

Yes to contribution over complaint.

Yes to building what I wish already existed.

I say yes to the people beside me - strangers, partners, colleagues, neighbours - all of us carrying sparks waiting to ignite.

I say yes to turning awareness into action,
to making plans that deliver,
to helping this world remember itself.

This is not a slogan.

It's a vow.

Each day, I wake up.

Each day, I remember.

Each day, I choose.

And in choosing,

I become part of something vast, humble, and unstoppable -
the turning of humanity toward itself again.

THE EGO:

I've woken up.

I've remembered who I am.

I've chosen to act.

Now comes the *how*.

This is the point where insight must become infrastructure - where my vision meets a vessel
strong enough to hold it.

And that's exactly what **Ideas-Shared** exists for.

Here, my awakenings don't fade into a feed or a fleeting post -
they become living projects, measurable collaborations, and shared outcomes.

Every frustration, idea, or solution I've carried alone can now be listed, expanded, and
realised *with others who feel the same*.

Here, individuals connect across difference.

Groups move from talk to delivery.

Organisations rediscover their purpose through partnership.

This isn't another platform - it's a framework for progress.

A human operating system built for awakened minds who want to act deliberately, together.

So, after my fear and my spark remembering, there's one more awakening - the collective
one:

when I and others unite intention with action.

This is that moment.

Not tomorrow. Not "one day."

Now.

Welcome to Ideas-Shared.

One vision.

Every ambition.

Billions of egos and sparks just like me.

Real progress - built together.

What is Ideas-Shared?

By now, you've seen how the ego and the higher self dance together — how one reacts and protects, and how the other perceives and creates.

The question that remains is simple:

Where do we take this awareness?

Awakening means little if it doesn't become action.

Remembering who we are means nothing if we continue to operate as though we've forgotten.

We need a way to live what we've realised — to bring higher thinking into the structures of daily life.

That is why **Ideas-Shared** exists.

A New Space for a New Kind of Human Progress

Ideas-Shared is not just another platform.

It is a **living framework for higher-level collaboration** - an *Ambition Operating System* designed for individuals, groups, and organisations who are ready to move beyond reaction and into creation.

The world we know today is built mostly on **ego-level systems** - competitive, short-term, ideological, symptom-focused.

We treat what hurts without asking *why it keeps hurting*.

We barely patch outcomes instead of transforming causes.

We work alone when the problems are shared.

Ideas-Shared is where all this changes.

Here, higher awareness meets structured action.

It's where clarity, compassion, and connection combine to deliver measurable outcomes that matter.

From Reaction to Creation

On Ideas-Shared, you don't simply post or complain - you *construct*.

Every frustration, idea, or dream becomes the seed of a plan.

Each plan turns into activities, tasks, and measurable progress - supported by others who see what you see.

This is **conscious collaboration in practice**:

- Instead of competing for attention, you align on intention.
- Instead of waiting for permission, you design participation.
- Instead of arguing over problems, you build shared solutions.

Here, ambition is no longer ego's domain.

It becomes the expression of your higher self - your creative force - working alongside others who are doing the same.

The Ambition Economy

We call this new field of connection the **Ambition Economy** -

a global ecosystem where every person, group, and organisation can transform awareness into achievement, and achievement into collective progress.

In the Ambition Economy, value isn't extracted — it's multiplied.

Every time someone contributes effort, insight, or empathy, the network strengthens.

Millions of micro actions - each conscious, each aligned - compound into extraordinary results.

This is how we evolve from a world driven by reaction to one guided by awareness.

From survival to service.

From isolation to interconnection.

The Practice of Higher-Level Thinking

Higher-level thinking is more than positive thought - it's disciplined awareness in motion.

It means asking better questions:

- *What's really causing this?*
- *What patterns am I part of?*

- *How could we design something better together?*

It means slowing down before acting, understanding before judging, and building before blaming.

Controlled ego gives us focus and energy.

Elevated consciousness gives us perspective and wisdom.

Together, they make us capable of **extraordinary progress** - the kind of progress that uplifts lives, organisations, and societies simultaneously.

The Invitation

So now the choice is yours.

You've woken up.

You've remembered who you are.

You've chosen awareness over illusion.

Now, bring that awareness into motion.

Use it to create, to connect, to deliver outcomes that matter.

Join us inside **Ideas-Shared** - not as a spectator, but as a co-creator of the future.

List your ambitions.

Collaborate with others.

Act on causes, not symptoms.

Lead through understanding, not reaction.

Together, we can transform frustration into invention, division into cooperation, and awareness into measurable progress.

Because the future won't be built by algorithms or accidents -
it will be built by *awake people* using the right tools, with the right intent, in the right way.

That's what **Ideas-Shared** is:

A meeting point for elevated minds and purposeful action.

A home for the spark and the structure to finally work together.

The world is waiting.

The causes are clear.

The connection is here.

Welcome to Ideas-Shared - where awareness becomes achievement, and achievement becomes collective evolution.

What's Possible on Ideas-Shared

When awareness becomes action, the next question is *"Where do I begin?"*

On Ideas-Shared, every ambition - personal, professional, or global - has a place to grow.

Our community works across **twelve connected areas of human progress**, each one influencing the others.

Start wherever you feel called, then watch how your actions ripple outward.

- 1. Personal Ambitions** – Grow confidence, health, purpose, and mindset.
- 2. Community Ambitions** – Strengthen neighbourhoods, build local projects, empower connection.
- 3. Cultural Ambitions** – Celebrate creativity, identity, and shared understanding.
- 4. Social Ambitions** – Tackle injustice, inequality, and human rights together.
- 5. Business Ambitions** – Redefine success through conscious leadership and collaboration.
- 6. Financial Ambitions** – Create sustainable prosperity and financial wellbeing for all.
- 7. Political Ambitions** – Shape fairer systems and more transparent governance.
- 8. Environmental Ambitions** – Protect the planet and restore balance with nature.
- 9. Economic Ambitions** – Design economies that serve people, not just profit.
- 10. Scientific Ambitions** – Advance discovery with integrity and wisdom.
- 11. Spiritual Ambitions** – Explore consciousness, compassion, and inner growth.
- 12. Technological Ambitions** – Harness innovation to connect and elevate humanity.

Each ambition begins as an activity, an idea, frustration, or opportunity - and becomes a plan of action through collaboration.

When millions of ambitions move together, the **Ambition Economy** comes alive: a global network of people transforming causes, not symptoms.

This is what's possible.

And it starts the moment you join.

[Start Free 14 Day Trial](#)

Meet the Author

Bob Thompson is an MCIPS-qualified procurement expert and founder of Ideas-Shared, the new Ambition Operating System for individuals (16+), informal groups, and organisations who are looking to overcome adversity and take advantage of opportunities together.

With over 30 years of experience across the Private and Public Sectors and the Military, he knows what happens when great people and organisations fail to deliver on their ambitions and goals, leading to lost opportunities, reduced quality of life, and prolonged and often unnecessary suffering.



Born in Germany but raised in the UK within a military family environment, Bob joined the British Army. For 13 years, he enjoyed an array of operations, living in more than a dozen countries. Afterwards, he built another successful career in procurement and supply, working for blue chip organisations managing significant Spends, building e-Procurement and outsourced solutions.

He met Ivar Ingimarsson, ex-Reading FC Captain, who had an idea to help people with their ideas. Seeing the potential Bob used his considerable skills to design and build a completely unique Ambition Economy that gave Ivar his wish of helping other people develop their ideas. However, he understood that people and organisations have broader issues to contend with and so devised a way to help people change the status quo in every country by realising their own personal, professional and societal goals.

Bob's mission now is to roll out the Ambition Economy globally and give everyone access to the Ambition Operating System. Following a short trial, members have the option to utilise a unique pay-what-you-can model to keep pursuing their own ambitions and goals within an ad-free, no algorithm environment. Those who simply want to support other members can do so for free for as long as they want.

He believes people know what they want to achieve; however, they lack the systems, scale, and leverage to truly benefit themselves, other people, organisations, and society itself. His Ambition Economy challenges current thinking and conventional online activities, replacing it with pragmatic human-centric solutions that work.

Those who know Bob describe him as visionary, pragmatic, a somewhat eccentric introvert, and straight-talking. He brings a logical yet deeply human approach to overcoming any type of issue big or small, and where the focus is always on benefits realisation. Whatever he does, his ethos remains the same: helping people and organisations achieve more than they ever thought possible.

His mission: A better world. Greater prosperity. Well-being for all. Tangible progress.