

# C: More Being than Having – Time for a Reset

What were the most beautiful moments of your life? Probably none linked to possessions. They were encounters. Love. Friendship. Real life never happens in a shopping cart.

And yet we live in a system that rewards the exact opposite: more stuff, more status, more pressure. Welcome to the global church that worships economic growth.

## Having satisfies – but it doesn't make you happy

Sure, money matters. But beyond basic security, “more” hardly creates additional joy. Studies show that once people reach a middle-income level, extra cash doesn't make them happier – at worst, it just stresses them out.

Philosopher Erich Fromm already knew that in 1976 when he described the “Having-society” as deeply unwell:

*“We are a society of chronically unhappy people: lonely, fearful, dependent – and constantly busy killing time we claim we want to save.”*

Pretty much what we call burnout capitalism today.

## Being means living – not performing

So what is Being? Not asceticism, but awareness. Mindfulness, creativity, relationships – real life.

### Examples?

- Taking time for yourself and dropping the stress.

- Nurturing relationships that support – not impress.
- Doing work that carries meaning – not just salary. Ideally: high meaning-salary ☐
- Being active instead of consuming: making music, writing, helping.
- Acting locally and witnessing real change.

That's Being. And yes – it sparks happiness. No discount code required.

## **Egoism? Sure – but socially! How does that work?**

The term is psychosocial egoism: I do good for others / for the community – and in doing so, I do good for myself. A fair deal – way better than self-optimization with a fat CO<sub>2</sub> footprint.

Egoism is totally fine when it strengthens relationships instead of destroying them. Because those who share meaning win twice: satisfaction and connection.

## **Would you trade places with Bill Gates?**

Billionaires have money and power – but rarely inner peace. Many of them launch foundations, trying to buy meaning. But meaning doesn't come from donations – it comes from participation. That's the difference between Having and Being: Having fills accounts, Being fulfills humans.

## **Conclusion: Time to reset the**

# slider

It's not about abolishing possessions. Material and social security matter, obviously. But BEconomics say: Move the slider from Having toward Being. From quantity to quality. From consumption to culture. From permanent distraction to active life.

## Your TEC Learnings:

- Possession increases satisfaction only up to a point – then it crashes.
- Meaningful action and social bonds create lasting happiness.
- BEconomics stand for balance: enough to be free – enough Being to become fulfilled.

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