

Uncommon Sense

Providing Clarity, Promoting Intelligence

In This Issue

[Great Ideas](#)
[The Left and the U.S. Constitution](#)
[Ara's Journal](#)
[World of Words](#)

Quick Links

[Ara's Web Site](#)
[Facebook Page](#)

Join Our List

[Join Our Mailing List!](#)

Issue: # 026

April 25, 2012

Greetings!

Today is a very special day to me.

I am very pleased to report that this marks my one-year anniversary since I launched the publication of *Uncommon Sense*! The feedback I've received from many of you has been both enlightening and rewarding. Thank you for your continued support. And please feel free to continue to forward this issue to any of your friends or associates whom you believe might enjoy this publication.

This issue of *Uncommon Sense* will provide you with a great idea that if embraced and capitalized on will do you a world of good.

OK, let's get started!

Warm regards,

Ara Norwood



Great Ideas

I once had the opportunity to have dinner with Alan Weiss. Alan is one of the savviest consultants in the country if not the world, whose client list reads like a Who's Who of business legends (Merck, Aetna, Pillsbury, IBM, Toyota, Mercedes-Benz, General Electric.) I was actually attending a special dinner hosted by the National Speakers Association of which Alan and I are members. About ten of us were seated at a round table and I happened to be seated immediately to the left of our guest of honor.

All of us were given a chance to ask him any questions we wished, and when my opportunity came, I asked him to tell us of a mistake he made early in his career which, were he to do it over again, he'd handle it differently. Alan didn't hesitate for a heartbeat. He replied, "I'd start

building up my database earlier."

Although about 7 or 8 years have passed since that dinner took place, I've never forgotten his counsel. Over time, I've come to grasp the significance of his sage advice. And there's both a micro- and a macro-application to what he was saying.

On a micro-level, it makes sense to have a repository of contacts. These contacts, consisting of names and other data (phone numbers, email addresses, etc) can be a great source when offering your services or products if you are in the business of selling something. In an internet age such as we find ourselves, these individuals become your customer base - just as many readers of *Uncommon Sense* are among my most valued customers. The point Weiss was making is that in this day of internet marketing and direct marketing, you greatly increase your odds of making a sale and generating business when you have a larger pool of qualified prospects to market to. Sales are more likely when the database consists of 100,000 people than when it consists of 15,000 people. So it makes sense to put effort and attention into growing your "Rolodex".

On a macro-level, having more names in your "list" is useful in that we live in an age where we can get things done at greater speed through other people. Often times it simply makes sense to pick up the phone and call someone who has expertise in an area you do not possess. For instance, just yesterday I had to obtain some information about the court system in California. Now, I could have picked up the phone and called the Los Angeles County Superior Court myself and then have been subject to endless rounds of being transferred from one clerk to another, or placed in voice mail purgatory. But because I have in my database a friend and colleague who happens to be a Superior Court judge, I was able to get my question answered quickly and directly by getting him on the phone. If I did not have this particular gentleman in my database, I would have been caught in the quagmire of the red tape known as the court's telephone system,

speaking to people who may not really know, and probably not really care, about what I had on my mind. Likewise, I have recently turned to people in my database who work



for a large aerospace firm, who run a public affairs department of a major global organization, who have contacts I don't have who specialize in guitar repair, who are fluent in Greek New Testament, and who are conversant in Harvard Business Review publications on the subject of leadership. All of these individuals have been very useful to me in just the last few days. If I did not have them in my database, I'd have an uphill battle in obtaining information, insights, advice, referrals, and resources.

Bottom line: find a way to consistently build your database with quality individuals. Make it a life-long endeavor. You won't be sorry.

The Left and The U.S. Constitution

I notice that in much political discourse, people on both sides of the spectrum, Left and Right, periodically turn to the U.S. Constitution as the final arbiter of authority of what is lawful and permissible in our civic society. When a notion is deemed bad for society or unlawful in some way, it is often said to be "unconstitutional." And if it turns out to actually be in violation of the U.S. Constitution it is struck down as unlawful.

Certainly conservatives (i.e., people who's politics is right of center) view the constitution as a beacon of virtue and a guiding light crafted by a group of ingenious men (The Founders) that have allowed our republic to flourish for over two centuries. While not a member of the Tea Party movement myself, I note that this conservative group's governing philosophy reads, in part, as follows:

Tea Party Patriots, Inc. is a non-partisan grassroots organization of individuals united by our core values derived from the Declaration of Independence, the Constitution of the United States of America, the Bill

By contrast, I note that the left-wing movement known as Occupy Wall Street never so much as alludes to the Constitution in their "list of demands" (they have no coherent statement of philosophy per se.) Of course, someone could rightfully dismiss the Occupy Wall Street crowd as a pack of self-centered anarchists who, like whining children that scream loud and long for the toys they believe are their due, possess neither the balance, perspective, or work-ethic that made America what it is today - a shining city on a hill.

But leaving the Occupy Wall Street group aside since they are an aberration, it is interesting to consider how a respected, mainstream Leftist views the U.S. Constitution. It's hard to get more mainstream than to cull the views of a member of the U.S. Supreme Court since members of that august body are sworn to uphold and defend the U.S. Constitution.

One of the more Left-leaning members of the Supreme Court would be Ruth Bader Ginsburg, a Clinton-appointee who has been on the court since 1993. Just a few weeks ago, while advising the new but fledgling government of Egypt about constitutional models to consider, Ginsburg, who took an oath to uphold and defend the U.S. Constitution, said the following to the Egyptian officials who were hosting her: "I would not look to the U.S. Constitution if I were drafting a constitution in the year 2012."



Did Justice Ginsburg have an alternative model she preferred over the one she was sworn to support but now has decided to negate? Indeed she did: the constitution of South Africa, which, unlike her own country's constitution, she called a "really great piece of work." What is it about that particular constitution she preferred over the U.S. Constitution? Well, for one thing, the South Africa constitution guarantees "the progressive realization of these rights." What rights? The "constitutional right to complete care" (Section 27.) So the government of South Africa gets to decide how much health care they really get,

and thus, the government becomes the definer and allocator of these rights. It's starting to make sense.

Another item that may have caused Justice Ginsburg to fawn all over the South Africa constitution rather than her own is that the former explicitly extols the right to life, and then defines that as a ban on capital punishment regardless of the circumstances, but not a ban on abortion (Section 11.)

This bears repeating: *the South Africa Constitution claims it reveres the right to life, and it then claims that this right to life applies to mass murderers but not to innocent unborn babies.*

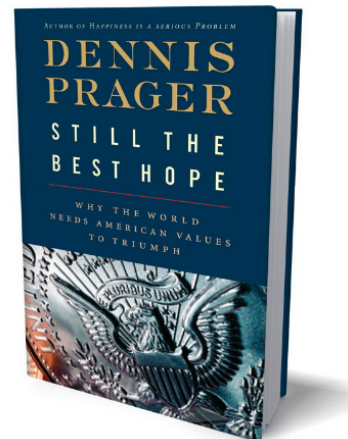
Thus, it is in no way surprising that a Leftist Supreme Court Justice would find more comfort and camaraderie with such thinking than with the wisdom and thinking of the Founders of the very country she is sworn to uphold and defend.

Shameless Plug: Landmark Book Just Out

Thought-leader Dennis Prager just published what will undoubtedly be one of the most widely read and talked about book in recent memory.

I bought my copy just yesterday and cannot put it down.

Go out today and [buy this book](#). Read it. Then share it with someone. That's all I have to say.



From Ara's Journal

One of my favorite fables involves a blind man walking through a forest, unable to find his way out due to his lack of sight. He wanders for quite a long spell, bumping into the same trees, getting caught up in the same foliage, and longing to find his way home, but to no avail. As he continues to wander, he is about to lose hope and resign himself to his hapless plight of being lost in the forest, when he trips over something.



He discovers that he has tripped over a man who is sitting down, leaning against a tree and who has an equivalent predicament to that of the blind man. The man sitting against a tree is a cripple, having defective legs. He cannot walk. And he has been sitting there for at least as long a time as the blind man has been groping his way, fruitlessly, through the forest.

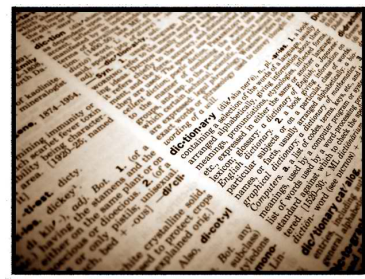
The two men discuss their predicament. One is blind and cannot use vision to see his way out of the forest. The other is a cripple and cannot use mobility to walk his way out of the forest. And together they bemoan their fate. But at least they are not alone.

Eventually the two men come to the joint-realization that they can find their way out of the forest, but they must work together to attain their objective. It dawns on them that the blind man, while being unable to see, is perfectly capable of walking, and that the crippled man, while being incapable of walking, is perfectly able to see. Thus, if the blind man is willing to hoist the crippled man onto his shoulders, the crippled man can guide the blind man on which direction to walk, and together they will return to civilization.

It dawns on me that we all need each other in some way. There are things that I can do that would be helpful to you, and there are things that you can do that would be helpful to me. I must remember to be prepared to render such help, as well as be prepared to receive such help as occasions require.

We're all in this together.

The World of Words



Simultaneity, n.

Pronunciation: ,sīməltə'nēitē

Meaning: I love this word! This is the noun version of the adjective *simultaneous*. Thus, it references things that come together at the same time, concurrently.

Usage:

- *He discovered he had lost his job, his wife, his best friend, and his home -- all of this bad news hitting him in a 3-week window of time with a simultaneity that is staggering!*
- *It's not the specific issues that trouble me, per se; it's the simultaneity of their surfacing that has me deeply suspicious.*
- *The simultaneity of too many assignments at once has me perplexed as to how to begin.*

Subscribers, the Special Report "11 Ways to Beat the Odds" is now complete and has been sent out. If you have not received it, please communicate that to me via email (ara@aranorwood.com).

For more information on my work, follow me on Twitter ("Ara Norwood"), or on Facebook (keyword "Leadership Development Systems") or via my website: www.aranorwood.com

Sincerely,

Ara Norwood
Leadership Development Systems