

# Uncommon Sense

Providing Clarity, Promoting Intelligence

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Issue: # 028

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## Greetings!

The weather is wonderful, lots to do on weekends, and the pursuit of happiness is mine.

All of that because I live in the greatest and most prosperous nation on earth.

One of the reasons we enjoy such freedoms is because of men and women who have fought and bled and died so that the great experiment known as The United States of America could continue.

Thus, I am profoundly grateful that we have a holiday known as Memorial Day. Today I will be thinking about the members of our Armed Forces who made the ultimate sacrifice so that you and I could enjoy a measure of liberty not known by any other sovereign nation.

This issue of *Uncommon Sense* exposes some forces that seek to undermine such liberties, as well as some solid advice that may be the difference between a fruitful career and unemployment.

OK, let's get started!

Warm regards,

Ara Norwood



## The Best Way to Beat Any LayOff

Here's a tip that may save you a lot of heartache in the job market.

Face the facts: if you work in an at-will state such as California, you can be fired for something as absurd as having brown eyes - even if your eyes are blue! The simple fact is this: there is no loyalty on the part of employers and there is no real job security - even if you perform well.



Case in point: Samantha was hired about a year ago by a European media company to run employee education and training for their U.S. Operations. Leo, the executive from the parent company that hired Samantha, had grandiose plans for the training function, and spared no expense to bring his lofty vision to reality. Samantha was a solid fit for his needs and she carried out his directives with drive and resolve.

Fast forward 11 months. Leo was terminated for undisclosed reasons. His replacement is an old-school executive with the firm who does not share Leo's enthusiasm for training and development, and feels such expenses cannot be justified. What do you suppose is going to happen to Samantha? It's obvious: her days are numbered. Through no fault of hers, she will eventually lose her job. She figures she has perhaps 7 to 12 weeks before they cut her loose.

How can you prevent an unemployment crisis from reaching your shores? Very simply. Never assume for a moment you have job security. While you are gainfully employed, you would be wise to spend a small but adequate amount of time each week searching for your next job. This does not mean that you absolutely will leave your company. It does mean that you will work diligently to keep your pipeline full of potential job opportunities.

It also means that you will take the time to interview with other companies for jobs you feel qualified for - even if you have no intention of leaving your current job. The more potential job opportunities and hiring managers you keep alive in your funnel, the more invulnerable you make yourself should you find yourself being escorted out of your office through no fault of yours. Companies make decisions that benefit the company - not that benefit you. In order to bring balance to that equation, you need to not only have the best interests of your employer in mind, you also have to make decisions that benefit you, and that means not

allowing yourself to get blindsided by a company that decides to lay off much of their work force, or that decides to relocate the company out of state, or decides to shut its doors permanently for whatever reason.

One very useful job-board to frequent is found at [www.indeed.com](http://www.indeed.com). But take my advice: make job hunting a regular process you engage in, no matter how much you love your current job.

## The Left Goes Marching On, Part 1

Although fair-minded people who read Dennis Prager's new book, [Still The Best Hope](#), will likely have their eyes opened to how the Left is wreaking havoc on American culture, and Conservatives can thus expect to see a major exodus away from Leftist camps in the coming months and years, still, the Left continues to spread its tentacles in many circles. Here are two stories touching on the recent fruits of Leftism:

- Boxer Manny Pacquiao, considered by many to be not only a decent human being, but the best pound-for-pound boxer on the planet, was interviewed by [The National Examiner](#). When asked for his views on President Obama's recent endorsement of same-sex marriage, Pacquiao stated, in line with his Roman Catholic religious beliefs, that he does not agree with the President on this matter. And all hell broke loose. The gay activist group Gay Marriage USA started a petition to have Nike drop their sponsorship of Pacquiao, and management from a popular Los Angeles shopping center, The Grove, publicly stated that Mr. Pacquiao is now banned from setting foot on their property with this tweet: "[Boxer Manny Pacquiao is not welcome @The GroveLA. @TheGroveLA is a gathering place for all Angelenos, not a place for intolerance.](#)" I wonder if the management of The Grove is cognizant of the colossal irony in their statement - taking a position of intolerance all the while claiming they stand for tolerance.



- The Occupy Wall Street movement made its way to Chicago recently. They faced more than 100 arrests for breaking the law, and one of them stabbed a Chicago Police Officer with a knife. During a White House Press Briefing shortly after, Jay Carney, the White House Press Secretary, was asked if the Occupy Movement, which has been endorsed by President Obama in the past, still enjoyed the President's support. This seemingly simple question seemed to stump the Press Secretary. See the video by [clicking here](#). It's priceless!

## Shameless Plug: Norwood to deliver 3-day management development seminar

In July I'll be back at it with another 3-day management development seminar to a private firm here in Southern California.

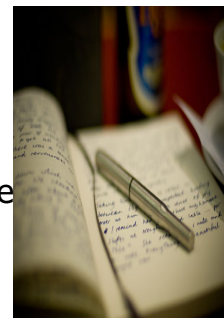
If your organization could benefit from a keynote speech or a seminar, please do reach out to me.



You can visit my website to learn about the topics I cover by [clicking here](#).

## From Ara's Journal

Anyone who's attended public elementary school in California knows the game of dodge ball. A bunch of kids stand in a rectangular area the size of a volleyball court, and other kids line up just beyond the border at opposite ends of the court. A player at one end heaves a big rubber ball towards the opposite end of the court, with all the kids in the middle scrambling to get out of the way of the oncoming ball. If a kid in the middle of the court makes contact with the ball, he's out. The pattern continues until one last player is left in the middle of the court and that kid is the winner. (Of course, the players outside the court continue to throw the ball at the winner; they can't seem to relish the idea that one person has successfully



dodged the ball while all his comrades have been tagged. They have to get him out.)

The sobering reality about life is impending death. Death is like the big rubber ball in dodge ball. Every day we wake up to find that there are people who are no longer part of this world - they got tagged. They're out. And one day it will be our turn.

Since death is inevitable, it only makes sense to live life very deliberately, to strive to live well, and to take life seriously. It seems to me that there is wisdom in living life fully, and not to coast through life. Far too many people seem to have "checked out" from life. Far too many automatons walk among us, zombies who are robotically going through their routines on auto pilot. If we are, to borrow a phrase from The Founders, to engage in the pursuit of happiness, it seems to me that the act of pursuing involves striving, stretching, and actively building a life that one can find satisfying and fulfilling.

Thoreau had it right when he said, "If one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours."

## The World of Words

### Building Your Power of Expression



**Incandescent**, adj.

**Pronunciation:** ,inkən'desənt

**Meaning:** This word can be used in a number of different ways: to describe extreme anger; to describe something outstanding, as in a brilliant performance; or, as something that emits light, its original intended meaning.

**Usage:**

- *Having graded the exams, I have come to believe that the lightbulbs that glow over the heads of some of my students are not particularly incandescent.*
- *I watched the interview on C-SPAN and was so floored by his incompetence that I went incandescent with rage.*

- *Her flawless performance was brilliantly incandescent to the point of being mesmerising.*

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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](mailto: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](http://www.aranorwood.com)

**Sincerely,**

Ara Norwood  
Leadership Development Systems