

# Unc ommon Sense

Providing Clarity, Promoting Intelligence

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Issue: # 038

October 30, 2012

## Greetings!

In one week from today, citizens of this great country will have the opportunity to vote for our next president. I firmly believe that this election will be the most consequential election of the last 150 years or so, and I am *not* engaging in hyperbole.

One thing that both President Obama and Governor Romney agree on is that the two candidates (and their respective parties) have vastly different world-views and different visions for our nation's future. I would add that both men and their parties have radically opposed political philosophies.

You will see a column below wherein I outline the differences between the two parties on 19 issue as I see it. I am confident that many liberal Democrats will find my presentation biased -- and it is. But I don't think those same liberal Democrats can refute anything I have presented.

Please vote November 6th. Our future as a nation is in your hands.

OK, let's get started.

Warm regards,

Ara Norwood



## Leadership vs. Management

While in graduate school I had the opportunity to study with Professor Jean Lipman-Blumen, a first rate scholar

and author of such prodigious books as [Hot Groups](#), [The Art of Followership](#), [The Allure of Toxic Leaders](#), and [Connective Leadership](#). I took several courses from her, the first being titled, "Leaders and Managers, E'er the Twain Shall Meet." The course was instructive for it brought me face to face with the dynamics involved in these two disciplines -- leadership and management.

From this I have learned that both disciplines are important, but they are not the same. Stephen Covey and Warren Bennis, quoting Peter Drucker, popularized the quip, "Managers do things right; leaders do the right things." That's clever, and perhaps even a bit wise, but that is merely a starting point.

Most managers who are effective as managers have a tough time being effective leaders. The black hole of managing seems to suck them in and they find themselves jumping from one crises to another, from one project to another, from one demanding, deadline-driven task to another.



Leadership, by contrast, is a bit more cerebral. It involves vision, empowerment, rallying the troops to march towards a desired future state, etc. I consider real leadership to be far more esoteric than the day-to-day activities of the effective manager.

And while both are very important, most people (especially in business, law, law enforcement, and education) tend to default to management activities and not leadership endeavors.

Knowing this, allow me to spell out a simple antidote to the swarming nature of management tasks which tend to push out into the cold the leadership tasks that never seem to get the attention they deserve.

Since management seems to be the norm, *manage* your leadership practices. Do this by dedicating a portion of your day or week to the art and practice of leadership. Make that time commitment a sacred trust that is inviolate and untouchable. Do not allow other pressing matters to creep into that time which you have earmarked for leadership.

Make the study of leadership a part of that time, albeit a smaller portion of that time. Read great books on leadership (you can get a glimpse of some of my favorites by [clicking here](#).) You can also study the lives of some of the great leaders of the past (ex. Churchill, Gandhi, Reagan, Martin Luther King, Leonardo da Vinci, George C. Marshall, etc). You can buy the books, or you can get them from the public library in hard copy or audio formats.

In addition to reading about leaders and leadership, spend some of that time thinking like a leader (as opposed to a manager.) What direction do you wish to move in? What grandiose goals could you set? What innovations could you pursue?

Once you have some powerfully audacious goals before you, your management hat will come in handy as you allocate resources and time and people to bring such goals to fruition.

## 2012 Voting Guide

How do the two major political parties view some of the big issues facing us today?

Below I put together my views on how the two parties -- in general -- perceive 19 random issues I selected. These are not the only issues, certainly. And they do not reflect the views of all members of the party under consideration.

But they do reflect the general outlook of most party members (especially the party leaders) on a given issue -- at least at the present time.

Review this list and see where you stand. If you feel the way I claim Democrats tend to view most of the issues below, vote to reelect Barack Obama. If you find that you are more aligned with how I have described Republican views of those same issues, vote for Mitt Romney.

But vote!

Issue	Democrats	Republicans
	Women have the right to choose what they do with their own body,	Abortion is a very serious moral issue and should only be performed after careful

Abortion	even if it means destroying an unwanted unborn child simply because the mother finds it inconvenient to bear a child. The worth of the unborn child is not a consideration.	consideration in situations involving rape or incest, or when the life of the mother is in jeopardy. The unborn child is defenseless and the sanctity of life is a very relevant factor when making such a decision.
American Exceptionalism	We don't believe in it; America is a racist nation.	We believe in it. We stand with Abraham Lincoln who said America is the last best hope.
Capital Punishment	Total rejection of it even in the most extreme cases.	Allow for it in the case of certain atrocities.
Economic Growth	Tax the rich to help lower the national debt.	If you taxed the rich 100% of their income, you would not make a dent in the national debt. Instead, create less burdensome regulation that allows free markets to flourish and create jobs.
Evil	The greatest evils facing us today include Global Warming and Republicans.	The greatest evils facing us today include human evil in general, Islamic terrorism in particular.
Gay Marriage	We support it and we will destroy any person or institution who doesn't agree with us.	We believe in the sanctity of traditional marriage and do not support gay marriage.
Government	The bigger the government, the better off we are as a society. We want government intervention in virtually every aspect of our lives except abortion.	The Founders envisioned a country of independent citizens, not one in which the citizenry was dependent on the government taking care of them.
Gun Control	We should systematically remove all guns from society, including all law abiding citizens. People who claim they want to own guns	If law abiding citizens no longer had access to guns (a clear violation of the 2nd Amendment) then only criminals would have them, leaving the law abiding

	for the purposes of hunting or self-defense are dishonest.	citizen defenseless.
Nationalism	We do not believe in nationalism. We believe the United States should defer to the will of the United Nations. We want America to be more like Europe, less like America.	We believe in our national motto, <i>e pluribus unum</i> (from the many, one) and believe we should remain independent. The United Nations is a morally confused organization that would allow terrorist states such as Syria on their Human Rights council.
Patriotism	We find it far less important than equality, environmentalism, and multi-culturalism, etc.	We find it very important and symbols such as the flag, patriotic songs, and monuments such as Mount Rushmore make us grateful to be a part of this republic.
Public Schools and social issues	School prayer should be forbidden but passing out contraceptives is a wonderful idea.	Removing God from schools and condoning immorality is a foolish choice.
Religion	Religion is optional. It should be expunged from all of public life. Religious people should be kept in the closet. Deeply religious people are fanatics and lunatics and should be kept out of the public forum. A little religion is OK. No one religion is better than another.	Religion is a critically important aspect of both public and private life. While we should have a secular government, our American society is based on the motto, "In God we Trust." The First Amendment does not ban religion from the public square; it merely prevents the state from officially endorsing any one denomination as the officially-sanctioned religious institution.
Responsibility	Depend primarily on the government to take care of you.	Depend primarily on yourself to take care of you.
Taxes	The best way to improve the economy is to raise taxes, especially on the rich. Those who earn little should pay no taxes while those who make	Tax a fair amount, but allow Americans to keep more of their money regardless of their economic status. The government should live within its means. All who earn some income should

	more money should pay more taxes.	pay some taxes.
Terrorism	We don't like using that word or talking about it. We think it's very unfair and judgmental to impugn the Islamic world for this alleged crime. We need to try to understand these people and find out what we may have done to upset them. U.S. policy is the likely problem.	Terrorism is the result of Muslim extremists and we have no qualms about calling it what it is. Terrorists must be stopped at all costs, as terrorism is the greatest evil facing civilization today.
Unions	We believe very strongly in unions. Unions should protect its members in all circumstances, even if those same members turn out to be involved in pedophilia.	We are not favorable to unions, especially when they give their members retirement benefits that are simply not financially sustainable.
War	War is not the answer and is always immoral. A strong military is a waste of money and resources.	War is a regrettable option but there are times when it is necessary. A strong military can often keep tyrants in check and protect our nation as well as innocent victims of totalitarian dictatorships.
Wealth	There should be no wealth; we should all be equal, even if that means taking from the wealthy and giving to the poor.	Those who understand how to generate wealth have earned the right to that wealth, and the wealthy often are the source of keeping others gainfully employed.
Welfare	People who are down on their luck should depend on the government for their welfare with no strings attached. In fact, the more people on welfare, the better.	People should be personally responsible for their own welfare and should turn to the government as a last resort, and even then, there should be few, if any, unconditional handouts. People need to be taught self-reliance wherever possible and not

## Shameless Plug

Tonight I guest lecture on Salesmanship to a group of students at Santa Barbara City College. My presentation will run from 6:00 to 7:15 PM and I am looking forward to sharing some cutting edge tips and stories for these students, most of whom are international students.



If your organization could benefit from my ideas, be it on salesmanship, negotiation, innovation, strategy, ethics, or leadership and management, reach out to me.

## From Ara's Journal

Many years ago the television show Saturday Night Live ran a recurring skit featuring a character named *Church Lady* played by Dana Carvey. The skits were always rather funny and the Church Lady character remains one of the more memorable characters from the television show.



One of the outcomes of a skit such as this is the stigmatizing of evil.

Lest I be misunderstood, allow me to clarify. I do *not* mean that evil was stigmatized in the sense that people who watched Church Lady skits were motivated to do good and shun evil. I mean that the very concept of evil was stigmatized in the sense that people no longer felt comfortable identifying evil as evil. Church Lady skits made it unfashionable to call anything "evil" lest one come off appearing to be the old fuddy-duddy that Church Lady skits were busy lampooning.

What happens when society is shamed into silence when it



comes to identifying and calling out evil?

I suspect that evil makes great strides in such situations because it thrives unchecked.

Thus, while Saturday Night Live may have had good intentions with respect to their Church Lady skits of the 1980s and 1990s, I have a feeling that such skits gave evil a free pass in many circles for quite some time.

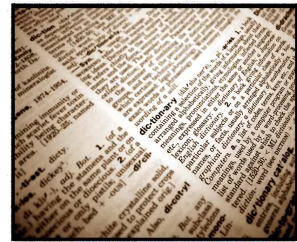
One need only look around at today's society to get a sense that what I am hypothesizing may have some truth to it.

## The World of Words

### Building Your Power of Expression

**Conundrum**, n

**Pronunciation:** kə'nəndrəm



**Meaning:** A conundrum refers to a vexing or thorny problem or question, usually one that is so perplexing that it baffles everyone who ponders it.

**Usage:**

- *Alfred does, however, solve a conundrum: whether premortal intelligences are drawn from a primordial soup and are thus impersonal ingredients, or whether they do, in fact, have individual identity of some kind.*
- *The question, "If a turtle loses its shell, is it naked or homeless?" is a conundrum that has yet to be resolved.*
- *If you try to fail, but you succeed, which have you done? That is a conundrum that may send your mind into a tailspin.*

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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,**



