

# Uncommon Sense

Providing Clarity, Promoting Intelligence

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Issue: # 043

January 13, 2013

## Greetings!

Welcome to the New Year - and welcome to some new features of *Uncommon Sense*. I've made some minor changes with respect to the headings of each column. Each issue of *Uncommon Sense* for 2013 will feature an opening column on **Self-Development**, where I share a thought, some instruction, or a resource on some topic meant to help you grow personally or professionally.

I will also offer an account of an issue, be it cultural, societal, or political, on a topic that is very important but that is often avoided. I call this **The Elephant in the Room** column. It is meant to open your eyes to trends going on around us that you need to be aware of.

I now begin the practice of putting a topic title on the column known as **From Ara's Journal** which is more of a personal statement I have to make. And **The World of Words** section will continue to conclude each issue of *Uncommon Sense*.

For those of you who may wish to follow my ideas and thought-processes beyond the confines of *Uncommon Sense*, you can subscribe to my blog which now comes out once a week and usually is about the subject of leadership, a subject I am very passionate about. You can sign up for my blog on my [home page](#) and opt in at the upper right corner of that page, where it says "Enter your email address to receive my blog via email."

In addition, I post something on Twitter every day, usually a random observation, recommendation, link, or resource. Go to @aranorwood to follow me on [Twitter](#).

One last thing: in this issue of *Uncommon Sense* I talk about a rather dark subject that is not meant for children to read nor is it intended for the faint of heart. But it's important that you read it carefully and thoughtfully. I'd be interested in your reactions after you read it.

OK, let's get started.

Warm regards,

Ara Norwood



## Self-Development Giants That Walk Among Us

Last March, in issue #24 of *Uncommon Sense*, I profiled a person of remarkable gifts, [Keri Tombazian](#), who graces the airwaves at [KTWV \(94.7 FM\)](#) in Los Angeles. I consider Keri to be one of the best kept secrets in Southern California and it's hard to imagine a person with a richer combination of class, warmth, and grace.



There are wonderful people around us. Giants do walk among us. It's imperative that we become familiar with who they are and that we allow their special spark to ignite the fires of greatness (and goodness) within us.

Allow me to alert you yet another giant that has had a significant impact on me: Professor Terry Warner. Terry was educated at Yale where he earned his doctorate in philosophy and he enjoyed a long career teaching at Brigham Young University and Oxford. His book, *Bonds That Make Us Free* is on [my top-ten list](#).



The thing that sets Terry Warner apart is his authenticity. There is absolutely no guile in the man. He doesn't try to impress; he is not given to posturing; he's simply a brilliant and wise thought-leader who is absolutely authentic and trustworthy. In addition, his grasp of how to be centered and congruent on a very personal level is quite advanced. Without a doubt, I have benefited greatly from his keen insights about human nature, relationships, and

self-development.

One of his speeches, delivered to an audience consisting of students and faculty at Brigham Young University, and titled "[Honest, Simple, Solid, True](#)" was transformational. Want a tune-up for your soul? Read that speech.

The key thing you need to do if you wish to grow and evolve is to keep your radar open for those rare giants who are out there doing their work, making a difference, bringing light and wisdom to others who are looking for it. Then regularly expose yourself to their output, learning all you can from them, and implementing their best ideas.

That, my friend, is one of the basic secrets to realizing your potential long-term.

## **The Elephant in the Room** **The Boiled Frog Syndrome Continues**

Most of you are familiar with the Boiled Frog metaphor. I discussed it in *Uncommon Sense* (Issue #10) in August 2011. The essentials involve the reaction of a frog dropped in a pot of boiling water. Those reactions are decisive: the frog leaps out of the cauldron quickly. But if that same frog were to be placed in a pot of tepid water, the frog would

stay put, even if the pot of water was placed on a stove and the water temperature reached boiling levels over time. Both scenarios involve boiling



water but because of the abruptness - or the subtlety - of the changing temperature of the water, the frog will make very different decisions - one of which would have fatal consequences.

The Boiled Frog syndrome is all around us; it's a phenomenon that occurs in nature and is also brought about by public policy. It even occurs when societal norms change and values are embraced that would have been unthinkable in an earlier era. And it is very important to point this out: when society embraces a new set of values, one of two things is true. Either our forebears were less enlightened than us, or we are less wise than our

forebears. Furthermore, it is critically important that each of us ponders the possibility that either scenario could be the case.

Sadly, most of us blindly (and arrogantly) presume that if we as a society are embracing new values and norms, we must be the enlightened ones. It rarely, if ever, crosses our mind that perhaps we have embraced something that our forebears shunned due to a wisdom we now lack.

Let me set the stage for a new manifestation of the Boiled Frog syndrome by talking about something that will serve merely as an illustration of a different, but related, topic.

Think for a moment about the subject of, say, "same-sex marriage." It's a controversial subject - controversial because it is seen as radical to some and long overdue to others. But my purpose in bringing it up for this illustration is not to debate it in 2013, but to ask you to try to imagine what your grandparents would have thought of it when they were your age. Whether your grandparents were conservative and Right-of-Center Republicans or liberal Left-of-Center Democrats, or if they were non-political or even non-religious, chances are very high that when they were your age, they would have found the idea of same-sex marriage to be anything but ordinary. They may have considered it sinful and perverted. They almost certainly would have considered it strange and abnormal. They probably would not have found it to be acceptable or quaint.

And yet, today, in 2013, a fairly sizable segment of the U.S. population claims they find nothing wrong with it (and another segment loudly proclaims they are strongly in favor of it - some of them demand it.)

Something has changed. Either we are more enlightened by allowing it (where it is allowed) or we are less wise for having allowed it. It may take several generations to find out which scenario is the case, but consequences (pro or con) are inevitable.

OK, that was merely an illustration to set you up for my main topic.

Currently, there is a new idea that is being discussed in some circles, and discussed seriously. Like same-sex marriage, this new topic concerns a matter involving sexuality (and sexual preference.) And, like

homosexuality, this new topic concerns a matter that has historically been considered morally aberrant and even criminal. The new topic of which I speak concerns pedophilia.

Pedophilia, for those of you unfamiliar with the term, is a preference on the part of adults to have as their sexual partner not another adult, but a pre-pubescent child, perhaps a 7-year-old. In the mind of someone with this outlook, they are not seeking to force themselves on a child or abduct a child, but to find a willing partner in a child.

The British publication, *The Guardian*, recently featured [an article](#) on this sordid subject. From reading it, it was clear that there are some voices in our midst, thankfully a small minority at present, who actually imagine pedophilia to be a legitimate and alternative sexual orientation that is really no different in principle to heterosexuality. Advocates of such aberrations feel that their perversions are normal and well-founded, but that society hasn't yet caught on.

Unless society crushes this Boiled Frog by boldly and courageously standing up to such sickness, we may be the silent bystanders of the mutilation of societal normalcy. If we are weak, we will embolden pedophiles to stridently demand their rights of self-expression. This pattern of the society-at-large caving in to the deviants on the fringe will give birth to new degenerates demanding new rights involving sexual preferences we can scarcely imagine. Groups claiming that their sexual preference transcends human species will come forward, insisting that animals are their new "friends" (which, truth be told, I would be OK with on the condition that I myself select which species they approach for their hook-ups - Wolverines, Kimono Dragons, and Tasmanian Devils stand out as suitable candidates); others, who sink lower still, would move from animate to inanimate objects (shoes, cars, etc.) as the object of their affections, which they will claim is part of their nature.

Ultimately, I am less concerned with the reprobates themselves. I am far more concerned with the otherwise normal citizens who will allow themselves to be intimidated by the sound of their fury and their loud cries for equal rights. I am more concerned with average citizens who will actually allow serious debate and "thoughtful" consideration of such madness. Therein lies our true vulnerability - the broken moral compass of lawyers, judges, community activists, and politicians, rendering

themselves incapable of stamping out a morbid pathology before the temperature became irredeemably too hot.

## Shameless Plug

### Résumé Guide

You may be gainfully employed, you may be unemployed, or you may (knowingly or unknowingly) be heading for a layoff. Having an impressive résumé can set you apart from the competition and position you for your next job.

Don't wait for the crisis. Get ahead of the game by whipping your résumé into shape now!



If you are in need of a quantum improvement of your résumé, you may benefit from my eBook, *Crafting a Winning Résumé*, which you can order by [clicking here](#).

It's a new year. Make an investment in yourself!

## From Ara's Journal

### The Devil's Bargain

Allow me to share a story from my own life that will perhaps be disconcerting to some.

Not long ago I became aware of a drug dealer in my community. I was alerted to his work because some of his customers were people I knew and cared about. He was literally ruining the lives of the people he supplied with drugs (not that his customer's were absolved of responsibility.)



I have maintained a fierce contempt towards the drug culture, yet when comparing users to dealers, I've always reserved more animosity towards dealers. I had informed local law enforcement officials about what I knew, but I wasn't sure when -- or if -- anything would be done.

As it happened, I was informed of a particularly egregious offense by this monster, and I had had enough.

I decided to pay him a visit. I found out where he lived, walked up to his door, opened it, and walked inside, uninvited. When he saw me, he grabbed a pair of scissors.



I boldly faced up to him, explaining what I knew, and informing him that he will now cease and desist his trade with those closest to me, assuring him that if he did not, the consequences would be severe. He was both shocked and caught off guard by such daring, but he quietly agreed to heed my admonitions. I made it clear to him that the consequences of doing otherwise would be severe and life-changing.

Drug dealing and dishonesty work hand-in-hand, and there was no exception in this instance, as he was back to business-as-usual within minutes of my departure.

To make a long story short, he didn't keep his word, but I did. He went to jail.

Why such gutsy audaciousness? Very simply: I don't negotiate with evil.

A rather bold statement, to be sure. However, the reason I do not negotiate with evil is because were I to do so, I would be entering into what some would call a Devil's Bargain. Negotiating with evil legitimizes the evil. It tells the source of that evil that it is worthy of some give-and-take. It is not.

When it comes to real evil, there is no room for compromise.

## The World of Words

### Myopic

#### Building Your Power of Expression

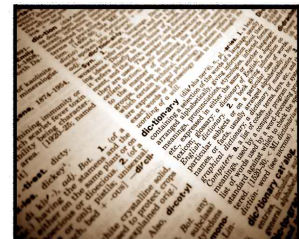
**Myopic**, adj

**Pronunciation:** mī'äpik

**Meaning:** Although this word formally refers to being nearsighted, the word often has reference to someone (or something) that lacks foresight, imagination, or intellectual insight. A person who is myopic might be either narrow-minded and intolerant or simply lacking in understanding.

**Usage:**

- *If he wasn't so myopic, he might have seen how*



*attractive she actually was.*

- *Yet you seemingly ignore the whole, with a rather myopic world view.*
- *Their myopic drive to assure quality profits stifles innovation.*

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New subscribers, the Special Report "11 Ways to Beat the Odds" should have been sent out to you already. 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](http://www.aranorwood.com)

**Sincerely,**

Ara Norwood  
Leadership Development Systems