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Uncommon Sense

Providing Clarity, Promoting Intelligence

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Issue: # 075

June 10, 2014

Greetings!

No, there is no truth to the rumor that I have retired from publishing *Uncommon Sense*.

Sometimes a person just needs to walk away from everything for a spell, get some fresh air and fresh perspectives, and take a little time to regroup. That explains why there were no issues of *Uncommon Sense* in the month of May.



I try to produce issues of *Uncommon Sense* on the 10th and the 25th of each month, though I am flexible with that. But being on target today, it turns out that it is my birthday. And I feel great about being alive and in good health. I've had some grand experiences of late and look forward to many more.

I hope this issue brings you valuable perspective and food for thought.

OK, let's get started.

Warm regards,

Ara Norwood

Self-Development

A Key Ingredient For Leadership

I have come to believe that in addition to everything I have said or written about leadership, the one aspect that cannot

be overstated concerns empowerment.

Empowerment is a strong word. . . It evokes the notion of instilling power in those around you. This is done in a myriad of ways. Allow me enumerate a few:



- Give someone you manage a key assignment and let me know you have complete and total trust that they are capable of rising to the occasion and hitting it out of the park.
- Notice something a member of your team accomplished and express your high regard for that accomplishment. Or better, mention it in front of your entire team.
- Have a person on your team fill in for you somewhere. Perhaps have them attend a key meeting in your place, or give a presentation that you were to give.

If the person is somewhat "junior," consider having him or her attend a key meeting with you when you are screening a new vendor, or meeting with a consultant, or what have you. He/she will feel empowered simply by being invited to be the proverbial "fly-on-the-wall" and sort of vicariously be in on the action. Plus, you will be educating the person.

The Elephant In The Room **One Last Time: The Left and Brendan Eich**

This will be my last comment for the time being on the Brendan Eich fiasco.

For those of you who do not remember (or wish to forget) Mr. Eich was the newly appointed CEO of Mozilla Corporation, the makers of the Firefox web browser.

He was only CEO for a few days before being ousted from his role solely because he believes that marriage should be between a man and a woman (i.e., he had donated \$1000 to Prop 8, the California initiative that passed in 2008 which defined marriage the way it has always been defined. It was subsequently overturned by a gay judge.)

The Leftist Bully Machine made up of gay rights activists who froth at the mouth any time they do not get 100% of their way launched a campaign to have Eich removed from his position as CEO, and it worked. I refer to that as totalitarian.



To further demonstrate my point, and to show how truly dangerous it is for someone to *not support* gay rights (let alone stand against them), I turn your attention to one Richard Kim, Executive Editor of the far Left publication, The Nation.

Richard Kim, a strong supporter of gay rights, made some telling observations about how far the radical Left will go with respect to their hatred of tradition, and normalcy, and decency. In a meeting with fellow gay rights activists, he astutely held up a list he had in his possession of other people who had likewise donated to Prop 8, Richard Kim noted that more than 6,000 people besides Brendan Eich had donated \$1,000 or more to that initiative. Kim had this to say during the April 18th, 2014 airing of *All In*, shown on MSNBC, perhaps the most Leftist of any of the cable networks.

Here's a disturbing thing. I did ask some of my gay activist friends. I was like, "Look, here's a list; 6,500 people gave the same amount that [Brendan Eich] did, or more, in California. Should we go down the list and sort of start targeting all these people?" And I asked this facetiously, and people were like, "Let's do it. Let's find out where those people live."

You can review the video by [clicking here](#).

Does anyone believe that Richard Kim, a man of the Left, is lying about his own constituency?

Does anyone doubt the veracity of Kim's account that there are people on the Left that truly wish to go to the homes of decent Americans and target them in some way?

Does anyone still continue to see at least certain elements of the Left as anything other than savage, brutish, and indecent?

Shameless Plug Six Week Management Course

I have been asked by College of the Canyons to do something I have not been asked to do after more than a decade of teaching. It will be my honor to deliver a six-week course in management during their summer term.

This will begin in mid-June and run through to late-July. The course will be in a four day per week format (Monday through Thursday) and will run from 7 PM to 9PM each evening.



If you are interested, you can log on to their website at www.canyons.edu for more information.

Recent students in my Spring Semester course (which just ended last week) had this to say:

- *This Professor's interest in life filtered over into his instruction, and he has the ability to inspire without effort. I have already suggested this class to other students. I enjoyed it immensely.*
- *I've never taken a class where the professor puts so much effort into motivating and entertaining his class. GREAT class to take, even if you don't plan on being a business major.*
- *Professor Norwood is an amazing teacher, he understands how to teach and lecture in the best way. Extremely helpful. Definitely take his class.*
- *I recommend this class to anyone that is interested not only in a business degree but anyone that is interested in taking a lifelong experience. Professor Norwood is an excellent, caring and professional individual. You must take his class.*
- *I came into this class unmotivated about anything really but with the help of Mr. Norwood he taught me lessons in business and in life. He for a fact changed my views of life. He's an amazing teacher and I would definitely take another class from him. If we went to a costume party I'd be Robin just so he could*

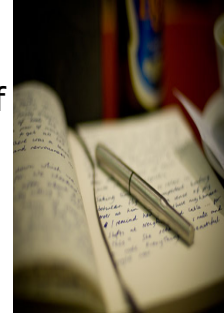
be Batman.

Well, I hate to disappoint that last student, as I don't look good in leotards, so I won't be anyone's Batman any time soon. But you can review these and additional ratings at the Rate My Professor's Website by [clicking here](#).

From Ara's Journal

The Talmud, The Book of Mormon, and Our Modern Age

Although I am not Jewish, I am often riveted by stories I hear told by Jewish Rabbis, many of which come from a body of sacred literature unique to the Jewish tradition known as the Talmud. The stories found therein are universal, and have great application in our time.



Likewise, a volume of holy writ in the Latter-day Saint tradition - The Book of Mormon: Another Testament of Jesus Christ - contains equally compelling stories with engaging moral insights that I find particularly riveting.

One story found in the Book of Mormon concerns the death of an elderly but good man named Gideon, who is killed at the hands of a younger man who was described as being both large in stature and strong. This man is known by the name of Nehor. Nehor was not an atheist. He was a believer in God and the leader of a religious sect that bore his name (the order of Nehor.) His particular sect maintained that it was OK for preachers to seek popularity, and to be supported financially by the people. In Nehor's religion, there was no such place as hell, and all would go to heaven. He also believed in amassing great wealth and living large, dressing for success, and the like. And because he was a persuasive individual who preached a message of salvation for all and no personal responsibility to actually do good, he found many people all too willing to follow him.

But when young Nehor encountered the aged Gideon, the charade was up. Gideon didn't put up with his nonsense, a debate ensued, Nehor ended up looking foolish, and as a result, Nehor drew his sword and murdered Gideon. If you can't beat him in debate, just kill him with the sword. (Nehor was tried for his crime and was executed.)

I always wondered what it might be like to encounter a Nehor-like figure.

And I'm pretty certain I found out first hand what it would be like.

While at the local gym lifting weights just a few days ago, I encountered a fairly large fellow who had a lot of girth and resembled a power lifter. He appeared to be in his early 30s, Caucasian, with long, wispy straight black hair. I noticed he spent much more time engaging in unsolicited chit-chat with anyone who would talk to him than he did actually lifting weights.

At one point, I noticed him about 3 feet from me, speaking to two black fellows and I overheard him tell them that my Church (The LDS Church) was racist and hated blacks. I do not know what prompted him to say such a thing, but I knew I could not allow that to go unchallenged. So I dropped my weights and turned to speak to the two black fellows. I told them both, in front of this modern incarnation of Nehor, that what he had just told them was simply untrue. This caused Mr. Nehor to huff and puff and go ballistic. In fact, he ranted and raved so loudly, speaking at the top of his lungs, that the entire floor of weight lifters stopped what they were doing and turned toward the sound of his bellowing to see what the fuss was all about. Mr. Nehor was both making foolish and false statements about my faith community, but also behaving inordinately foolish out in public. I was both amused and surprised.

I ignored him at that point and continued with my workout until finished. Then I decided to attempt to build a bridge of understanding with him. I persuaded him to accompany me to a vacated aerobics room to talk. However, a monologue ensued, which became a one-way shouting match. He simply couldn't be reasoned with.

Fortunately for me, Mr. Nehor made no attempt on my life. But he did attempt to humiliate me, though I think he only succeeded in embarrassing himself. In fact, I'm pretty sure his outlandish and incendiary behavior resulted in his membership in that club being revoked.

Bullies will always be among us, but it is important that they not be given an uncontested slam-dunk as they do their thing, usually at the expense of others. Bullies need

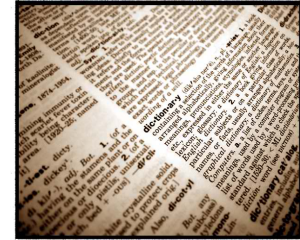
to be put in their place, and I enjoyed a measure of satisfaction in standing up to him. Although he told me I had no right to get involved in his private conversations, I let him know that any time he tried to spread false propaganda about my Church, he would be confronted.

Modern-day Nehors (i.e., bullies) may appear formidable on the outside, but inwardly they are weak and foolish and need to be decisively confronted.

The World of Words

Mercurial

Building Your Power of Expression



Mercurial, adj.

Pronunciation: məˈrkyūrēəl

Meaning: A thing is said to be mercurial when, like the up and down fluctuations of the mercury in a thermometer, it tends to shift, oscillate, and seesaw. A person's mood could be said to be mercurial. A person's fortunes could likewise be so described.

Usage:

- *We have to stabilize our sales figures; they are much too mercurial at present.*
- *Due to the new medications he is taking, his moods are unpredictable and rather mercurial.*
- *I am happy with his performance, and then I'm often unhappy with it. I guess you could label my outlook "mercurial."*

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

Sincerely,

