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# Uncommon Sense

Providing Clarity, Promoting Intelligence

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Issue: # 077

July 27, 2014

## Greetings!

Summer has been warming things up here in Los Angeles -- it was over 90 degrees today. But I'm not complaining; the weather is one of the major draws of life in Southern California.



My recent performance a week ago with the lovely Venessa Woolley went well. It was our first time doing this, and while things were not perfect (at least, not on my end) they were acceptable. And we accomplished our objectives. We get another shot in two weeks with another performance and a new version of our speech, Navigating the Storms of Life. I love working with her; she speaks persuasively and sings like a song bird.

I've got travel plans coming up as well, with a program I'm attending in Dallas soon, and another one I'm delivering in Chicago shortly, so work has me hopping. I hope your life finds you also making contributions for good in your particular station.

OK, let's get started.

Warm regards,

Ara Norwood

**Self-Development**

**The Danger of Referrals**

We often make hiring decisions based on the positive referrals we get from work associates.

But there is a trap associated with such referrals that you need to be aware of.

Granted, a person within your organization may have the firm's interest in mind when they refer someone for a given job opening.

But just as often, the referring party may have their relationship with the would-be candidate foremost in their mind when they rave about the fact that the person is a perfect fit.



Never assume for a moment that the referrals you receive are all that they are cracked up to be. The person doing the referring may have been pressured by the person whom they are referring, or they may be doing it out of a sense of obligation or guilt which they want to relieve.

Bottom line: never presume the candidate being referred is appropriate for the job. Do your normal vetting process on them just as you would anyone else and you won't go wrong.

## **The Elephant In The Room** **The New Witch Hunt**

This article is not about Brenden Eich, per se. But it is about a possibly dangerous trend that may be taking hold in corporate America. Eich was forced to step down at Mozilla as the newly crowned CEO after Leftist activists discovered he had donated \$1000 to Proposition 8, a California law which was passed by voters in 2008 which changed the state constitution to define marriage as being solely between a man and a woman.

Now, in what appears to be a modern-day witch hunt, a large financial institution may be targeting

the Brenden Eich's within their ranks.



A company-wide survey went out recently to all employees of JP Morgan Chase which asked five unusual questions:

1. Are you a person with disabilities?
2. Are you a person with children with disabilities?
3. Are you a person with a spouse/domestic partner with disabilities?
4. Are you a member of the LGBT community?
5. Are you an ally of the LGBT community, but not personally identifying as LGBT?

[The survey](#) was not anonymous. Everyone who completed it - and everyone was pressured to complete it - would either have to say, essentially, they are LGBT themselves, or they are not LGBT but are supporters of the movement, or they are not LGBT and not supporters of the movement. Those are the three conclusions one could draw.

Leaving aside for the moment the inappropriateness of the questions themselves, as such matters should be nobody's business, I would like to know what the custodians of such a survey plan to do with such information? If they find out that John Doe is not an "ally" of LGBT, what then? Should John Doe be terminated from employment at JP Morgan Chase and join Brenden Eich in the Unemployment Line?

And that, my friends, is the latest elephant in the room.

**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 will benefit from my eBook, *Crafting a Winning Résumé*, which you can order by [clicking here](#).

Your résumé is your marketing brochure, and you do not get a second chance to make a first impression. Make an investment in yourself!

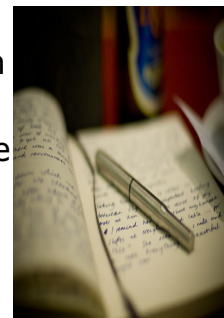
\* \* \* \* \*

*"I could not have gotten my first job without your expertise. Thank you so much! I learned that I had to reword and improve my resume in order to be taken seriously in the workforce. I had been given tips from my professors in Health Science and other professionals but your advice was just what I needed. It took weeks of frustration waiting for interview calls when I happened to stumble across your website and discovered that I needed help. Your publication enlightened me with your knowledge on the wording and format needed to attract an employer. Furthermore, your booklet helped me recognize certain skills and work experience that I would have never considered important until you got me thinking about it. Thanks for a great product!" R. Johnson, Valencia, California*

## From Ara's Journal

### Interruptions

I am finding that as the sand in the hourglass of my life continues to drop down the funnel, interruptions seem to be taking their place along side death and taxes in the pantheon of inevitability. The myriad possibility of interruptions, their sheer scale, makes it a given that productivity is not what it could be. Even as I type this at 3:32 AM, when the house is quiet and all by myself are



fast asleep, there are pangs of hunger which suggest stopping to fetch a snack, there is the dog that needs to be let out, there is an incoming email that beckons my attention, there is the moth that flew by, making itself a target. . . Is there no end to interruptions?

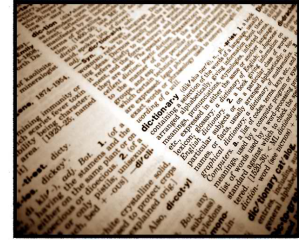
## The World of Words

### Judicious

#### Building Your Power of Expression

**Judicious**, adj.

**Pronunciation:** jŭd'iSHəs



**Meaning:** The term has to do with using good judgment; when you are judicious you are discriminating, sensible, or well-advised.

#### Usage:

- *Completing this project by the deadline will require a judicious use of one's time.*
- *The judicious use of one's money is a requisite to preparing for retirement.*
- *He pointed out its disadvantages in a very judicious manner.*

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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](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