

Uncommon Sense

Providing Clarity, Promoting Intelligence

Quick Links

[Ara's Web Site](#)
[Facebook Page](#)

Dear David,

I guess Issue #200 took a lot out of me, hence, my getting out Issue #201 so late (and Issue #202 is coming out in two more days!)

Nothing more to say than, . . .

OK, let's get started.

Ara Norwood



Self-Development

Memory

I recently met up with some friends whom I have known since the 7th grade. We met over dinner. And we talked about all sorts of memories from our past. They were quite impressed with the details I conveyed involving incidents that took place close to 50 years ago. I was surprised myself at my abilities at recall. Yet, I am keenly aware that there are times I cannot recall certain things.

Many people have a poor memory. As we get older, it sometimes gets tricky to recall certain things. I am going to share a methodology that may serve you well when you wish to memorize something like a short list of items in a very specific sequence.

Once I had an upcoming job interview with an organization I truly wished to work for. I wanted them to know that I had studied their corporate values and could name them, in order, as I found them on their website. Their values were listed as follows:



- Excellence
- Innovation
- Collaboration
- Respect
- Dedication

- Integrity

So I quickly memorized them in that order.

How did I do it? By using the following technique, which works for up to ten different items you are trying to memorize.

What you do is come up with a word, preferably a noun, that rhymes with each number from one to ten. These are my Code Words.

I use the following Code Words which I associate with the following numbers:

- 1 - Nun
- 2 - Shoe
- 3 - Key
- 4 - Door
- 5 - Hive
- 6- Sticks
- 7 - Kevin (I actually think of a guy I know named Kevin; but you could use "heaven" if you don't know a Kevin)
- 8 - Gate
- 9 - Vine
- 10 - Hen

Since this organization only had six values, I only needed to use the first six items above. And what I did to memorize the company's values was to create a story in my head by tying my chosen Code Words with their chosen values to spin a really vivid and outlandish story.

I did it by using the following connections:

- 1 - Nun (Excellence)
- 2 - Shoe (Innovation)
- 3 - Key (Collaboration)
- 4 - Door (Respect)
- 5 - Hive (Dedication)
- 6 - Sticks (Integrity)

Here is my outlandish (and fictitious) story:

I saw a Catholic NUN sitting there reading the book, In Search of EXCELLENCE. I looked down and saw that her SHOE was a brand I had never heard of before called INNOVATION. She got up and walked towards the back of the room to make her exit. She pulled out a KEY but there were two key holes and she needed someone else to come with another key. They COLLABORATED by putting in their respective keys which unlocked the door. The nun opened the DOOR and, I could hear Aretha Franklin's song "RESPECT" blaring in the background. I followed her in the room which was filled with Bee Hives. Each HIVE had bees in them that were all very DEDICATED to their task of making honey. The Nun pulled out a special stick to stir the pot of honey that was nearby. I asked her what kind of stick that was. She winked and said it is called an INTEGRITY STICK.

Now, granted, the story is nonsensical. But that's the beauty of it. After I reviewed the story several times I was able to use that story, which I made up out of whole cloth, to memorize the six core values of that fine organization. And during the interview, I was able to rattle off, from memory, their six core values. They looked both shocked and impressed when I did this. I'm not sure everyone in that panel interview could have named their six core values in that order from memory.

And what's more, I got the job!

Can you utilize this technique to memorize things? Of course! Now do it.

The Elephant in the Room

The Left and Their Strange Sympathy with Islamic Terrorism

Something remarkable happened. The most notorious Islamic Terrorist Kingpin was caught and killed by US forces. (Technically, the cowardly monster died by detonating an explosive vest, killing both himself and three children he had been using as human shields.) This terrorist, whose name I will not even type, was responsible for the death and misery of many thousands, performing heinous acts that were barbaric and inhumane and so shocking I do not care to describe them.

One would think that at a time like this, we would all come together as a country, put aside any political differences, and stand as Americans, as one nation under God, as indivisible, since justice had been served, and a sadist who delighted in the murder and torture of Americans (and others) was now facing the Almighty.

But that is not what happened. Instead, the Left (which has largely taken over the Mainstream Media, the University, the Democrat Party, and many other key institutions) used the opportunity to downplay the significance of the event. They also used the occasion to disparage President Trump whom they loathe more than they loathe radicalized Islamic terrorists. And in one very egregious case, they attempted to cast a light of respectability on the now deceased monster, as if they mourned his passing.

For example, James Clapper, who worked in the Obama Administration as Director of National Intelligence, claimed that it was a mistake to take out the terrorist leader. Why? Because in Mr. Clapper's view, doing so will only make ISIS more lethal. Let me get this straight: You take out a leader, and somehow the terrorist organization, which is already on its last legs, somehow gets even stronger, being leaderless. . . On-the-fence Muslims are not demoralized, but are emboldened? So Mr. Clapper would prefer that the terrorist leader remain alive to continue his butchery? Got it.

Focusing on President Trump's hard and unyielding language to describe the death of the terrorist, a CNN correspondent by the name of Nick Walsh decried the President's choice of words rather than celebrate the demise of the monster: "There were lots of moments during Donald Trump's speech which jar to some degree." OK, so the burning of people alive in cages by the terrorist does not jar

Mr. Walsh. But employing words such as "dog," "whimper," "coward," "crying," "sick and depraved," to describe the terrorist, is jarring to the CNN correspondent.

Another CNN analyst by the name of Philip Mudd sees nothing to celebrate in the death of the monster: "You do not celebrate death. I don't care if it's a terrorist. I don't care if it's someone you hate." I wonder if Mr. Mudd will be able to stifle his glee were President Trump to suddenly die.

And yet another CNN employee by the name of Chris Cillizza compiled a list of what he refers to as "The 41 Most Shocking Lines from Donald Trump's [names the terrorist] Announcement." Since there were only 64 sentences uttered by President Trump prior to the Q&A, that's about 64% of Mr. Trump's sentences were found to be objectionable by Mr. Cillizza. One wonders why Mr. Cillizza was so generous; I would have expected him to be outraged by more than 93% of President Trump's statements.

An Associated Press writer by the name of Aamer Madhani (that's his real name) served us up a helping of psychobabble by comparing two photos, one of President Trump and his team at the time of the military operation that killed the terrorist, and another showing President Obama and his team at the time Usama bin Laden was killed. Mr. Madhani believes he is able to [draw obvious lessons](#) on the superiority of President Obama over President Trump. Here are the two photos:





Here is my summary of his comparisons between the Trump photo and the Obama photo:

- Trump and team dressed professionally. That's bad. Obama and team dressed informally. That's good.
- Trump and team posed. That's fake. Obama and team did not pose. That's authentic.
- Trump and team have stern and severe expressions. That's bad, and probably impeachable. Obama and team facial expressions suggest suspense. That's Nobel Peace Prize material.
- Trump is surrounded by 5 men. That shows he is closed-minded. Obama is surrounded by 12 people. That shows he is open-minded.
- Trump and team look formal. That's bad. Obama and team look informal. That's good.
- AP writer's unstated but not so subtle opinion: Trump is a bad President and Obama is a great President. And these photos prove it.

And in what is probably the most stunning of developments, the *Washington Post* actually put out a headline that suggested respect and perhaps sadness at the loss of this great ISIS leader who, sadly, has gone the way of all the earth. Their headline read: "[Name of terrorist monster], austere religious scholar at the helm of Islamic State, dies at 48." Now, someone, a real person, who works at the *Washington Post*, wrote that, and some editor (or editors) approved that headline.

Obituaries

Abu Bakr al-Baghdadi, austere religious scholar at helm of Islamic State, dies at 48



Screen Shot/The Washington Post

Think about that. One of the most sadistic pieces of human refuse on the planet, a cruel and inhumane fiend, gets cornered, and blows himself up rather than be brought to account for his crimes against humanity, and the *Washington Post* solemnly writes that this man is an austere religious scholar, as if he had attained some level of respectability.

Well, to the Left who work at the *Washington Post*, the terrorist probably was a hero of sorts. There are probably a number of writers at the *Washington Post* who are deeply saddened by the death of this devil in human guise.

Understand that, and you now can begin to understand the Left.

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

Check out [my website](#) for tools to help you with your career, your presentations, and other matters.

Shameless Plug

Need Help Preparing For That Next Big Interview?

So you have trouble with job interviews? You get nervous? You feel unprepared? You get psyched out? I understand. And that is why I am pleased to alert you to my eBook: ***Your Interview Roadmap***. At over 12,000 words and with six appendices, this guide book will open your eyes to what really goes on in the world of interviewing from both sides of the table, and will prepare job seekers to hit it out of the park 80% of the time. (OK, more like 90%, but I prefer to be understated.)



If you are interested in purchasing the product, you can [click here](#) to make your purchase. The advice you will glean from this eBook is golden! I would charge you six times the price of the eBook to give you the same advice in person.

If you've done poorly in job interviews in the past, you can turn it around. The answers are there. Take action!

From Ara's Journal

Pondering Mental Illness

So I'm sitting here pondering the plight of people I know who are hanging by a very thin thread. . . They routinely make horrible choices. They break the law. They get locked up in jail. Their car gets impounded. They can't seem to hold a job. They are dependent on others. They are essentially homeless.



Some suggest such persons suffer from mental illness.

Given that such pronouncements come from persons with no training in mental health, I am uncertain how serious to take such statements. But I am left with questions.

Is it necessarily true that such persons suffer from mental illness? Or could it be that their self-destructive choices come from somewhere else? Is mental illness something that you choose to succumb to, because it just seems easier than being accountable, or is mental illness something that one cannot avoid, as if it hits you like the flu and there is no way around it? In other words, do people with mental illness completely forfeit their agency, and thus they cannot get better? If I have

the flu, I may not be able to resist the effects of the flu, but I can choose to see a doctor, get extra rest, take vitamins or other medication, etc. My agency is intact.

Could it be similar with mental illness? In other words, how responsible is a person with mental illness? Do we just write them off as lost causes? Or can they be salvaged?

All things worth pondering.

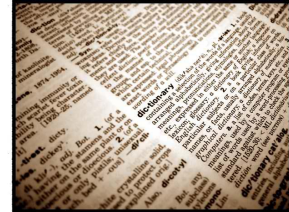
The World of Words

Insidious

Building Your Power of Expression

Insidious, adj.

Pronunciation: insidēəs



Meaning: This powerful word can be used on two senses: It can refer to a process that proceeds in a gradual, subtle way, but with harmful effects. It can also refer to something that is treacherous or crafty. I use it in both contexts.

Usage:

- *Sexually transmitted diseases can be insidious, in part because they sometimes have no symptoms.*

Leadership Development Systems, P. O. Box 801681, Santa Clarita, CA 91380-1681

- *I read the note and deemed it tangible proof of an insidious alliance.*

[SafeUnsubscribe™ - ardnorwood@yahoo.com](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by ara@aranorwood.com in collaboration with

- *This diabolical, insidious plan is certain to bring us to ruin.*



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). Try email marketing for free today!

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,

Ara Norwood
Leadership Development Systems

