

# Uncommon Sense

Providing Clarity, Promoting Intelligence

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**Dear David,**

Happy New Year! And today we celebrate a truly great and courageous man, Martin Luther King! Can you believe it's already 20 days into the new decade?

The **Self-Development** column provides some quick tips on landing a new job. Bookmark this one in case you need the advice down the road.

The **Elephant in the Room** column has me illustrating a wide array of examples where the Left is destructive and dangerous to our nation, and why some otherwise decent people fall under the spell of the Left-wing brainwash.

The **From Ara's Journal** column has me sharing an interesting idea from one of the wisen men I've ever know of.

And of course, the **World of Words** column continues to deliver value with a wonderful word you can begin using today to sound more expressive.

OK, let's get started.

Ara Norwood



## **Self-Development**

### **How to Conduct an Effective Job Search**

Say you need to find a job that pays reasonably good money. There are countless ways to go about it. Let's consider a few that have worked.

I know someone who, early in his career, drove to a nearby industrial park, parked his car, and walked into every single business he saw. He garnered a few information interviews right there on the spot. One of them ultimately resulted in a job offer six months later, and he worked there for over 5 years and made a lot of money. It takes moxie to do what he did, walking in cold and trying to get the receptionists to put him in front of a hiring manager. And most of the time he got nowhere. But all it takes is one.

I know of another fellow who saw an ad in the paper for a job opening. The internet was just getting off the ground at the time, so newspaper ads were still

the norm. After calling over to the business in question and speaking to a few gatekeepers, he simply got in the car and drove over there and was able to get in front of the hiring manager. He got hired. And while he only worked there a few months -- by choice -- he remains to this day a close friend and colleague of that hiring manager, and they have done much work together in subsequent years. Sometimes it pays to just make an appearance.



With today's internet realities, it is easy to stay abreast of job openings by having some of the key job sites (Indeed.com, LinkedIn, ZipRecruiter.com, GlassDoor.com), send you job alerts on a regular basis. Since many people do that already, you aren't alone and you'll have to find a way to stand out from the crowd. If you call the targeted organizations during work hours and ask the receptionist to put you through to the hiring manager, you'll probably be routed to Human Resources. One way to get around that is to call during the evening hours. You'll likely be given the opportunity to dial an extension. So dial away, randomly, but keep track of the numbers you dialed. Eventually you'll figure out if you need to use 3 digits, 4 digits, or 5 digits. And you'll figure out if their extensions begin with a 2, a 3, or what have you. So when you call, you'll probably hear the name of the employee who has a given extension, and you may also hear their outgoing message which may tell you what department they are in. Write all of that down. Then the next day, you call during normal working hours. Now you can tell the receptionist you'd like to speak with the name of the person you called last night. The receptionist will transfer you. When that person answers, you can act slightly confused and indicate you were trying to speak to the person in charge of the department you are trying to get hired into. The person you are speaking to may well inform you of the name of the person you need to speak to, and give you their extension. Then it's time to make your move.

The best way to do a job search, however, is to make a list of all of your friends and contacts. Call them one by one and let them know you need their help. Tell them you are looking for a new opportunity and ask them if they are willing to go to bat for you, putting your resume in front of the right people, introducing you to the right people. Assure them you won't let them down. And let them know that you'll be there for them if the tables are ever turned. Chances for a new job skyrocket when people you know put you in touch with people they know. That is by far the best way to land your next job.

And it doesn't hurt to try all of the ideas I am suggesting here.

**The Elephant in the Room**

The Acids of Leftism

A friend of mine, CM, is bright, educated, kind, and intelligent. And she is woefully misinformed about the dangers of Leftism, imaging that Leftists are no more harmful to Western Civilization than their opponents - Conservatives. (Truth be told, she seems bent on supporting Leftist causes, and often comes across as rabidly anti-Trump.) She appears to be oblivious to what Conservatism is - an attempt to *conserve* what the Founding Fathers envisioned for America. And as a woman of faith, she appears to have no conception of the dangers of Leftist activists who brazenly seek to destroy not only all that she considers sacred, but also destroy America and Western Civilization as we know it. CM seems to relish defending Leftists and attacking Conservatives on social media, interspersed with biblical passages about loving our neighbor (i.e., Leftists, certainly not President Trump), and she betrays no understanding that once Leftists did their insidious work, partly with her willing support, they would turn and devour her last without so much as a "Thank You."



It would be fascinating to see the intellectual gymnastics someone like her would have to engage in to explain away and/or defend the following examples of Leftist values in action that I've noted only as far back as December 1st to the present time:

- While the leaders of CM's Church have published a quasi-canonical statement that *"Gender is an essential characteristic of individual premortal, mortal, and eternal identity and purpose,"* the Left has continued in their attempt to destroy the very notion of gender. Thus, only due to the Left would a slightly autistic 13-year-old girl [have the idea planted](#) in her head that she was actually a boy. And only would the Left bully this girl's mother into giving in to the doctors who insisted this girl be surgically turned into a boy at once. And only Leftist doctors would, at the drop of a hat, perform life-ruining sex reassignment surgeries when asked to, but then [show no interest](#) when their victims realized their error and asked to have the effects of the surgeries reversed. Further, only Leftists would [brazenly lie](#) about the murder rate of trans people.
- Only the Left hates the Salvation Army, a group that serves disadvantaged people without regard to race, marital status, age, sexual orientation, or religion. Yet Leftist liars [spread the falsehood](#) that the Salvation Army won't serve gay people. As a result, groups that formerly donated to the Salvation Army no longer do. Potentially, gay people who are down on their luck won't get the services they otherwise might have, since it takes money to run an organization like this.
- Only the Left pushes the [hoax known as Global Warming](#). Indeed, Leftist zealots want to take us back to the Dark Ages. Note that I am not denying science. I am well aware of just how much warming is taking place. The hoax is in the extent to which such warming represents an existential threat. Thus, Dr. Petteri Taalas, the Secretary General of the World Meteorological

Organization, [made the absurd](#), unscientific statement that the only solution to global warming "is to get rid of fossil fuel in power production, industry, and transportation." Really? He truly wants to shut down the airline industry over a very mild amount of warming in some places? And he uttered this nonsensical statement right about the time that San Francisco experienced [record temperatures](#) -- in the opposite direction! And not just San Francisco, but a large swathe of the Northeastern United States experienced [extreme freezing](#) at this time. But facts don't stop the doomsayers on the Left from uttering crazy statements with striking regularity, such as the one [from actress Emma Thompson](#) who claimed Climate Change would cause us to eat our own pets. And only Leftists would put a 16-year-old delinquent on a pedestal as a Climate Change expert when in fact [she knows virtually nothing](#) about the topic.

- Only Leftist journalists (which is pretty close to redundant) no longer practice journalism. Instead they practice activism. There was a time when the job of a journalist was to report the news. Today, due to the takeover of journalism by the Left, journalists see their job as being to influence Conservatives or Independents to embrace Leftism. Thus, a recent journalist from the *Washington Post* [declared with a straight face](#): "Maybe, just maybe, it's the job of American journalism in this moment to get serious about trying to reach these [undecided] citizens" in an effort to support the ouster of President Trump. And Leftist journalists continue to [make the debunked claim](#) that Trump rally's result in violence. Further, only the Leftwing media would [have a meltdown](#) when President Trump ordered a strike on the most lethal terrorist general on the planet. And only a Leftist presidential candidate would steadfastly [refuse to say anything critical](#) about Soleimani, instead referring to him as a "high-ranking official for the government of Iran" and not a man who was responsible for the death of hundreds of American citizens. The Left [lost a true friend](#) when Soleimani was killed. In sum, only Leftists hate President Trump [more than they hate terrorists](#).
- Only LGBT activists pretend that they only want us to live and let live. But that's a lie. Thus, when Hillary Clinton recently denied rumors that she was a lesbian, LGBT activist Trish Bendix was, if you can believe it, [disappointed](#).
- Only Left-wing radicals [lied to and deceived](#) the FISA court to begin the bogus spying on the Trump campaign. And it was the Leftist media, [especially CNN](#), who helped perpetuate the lie. Of course, only Leftist news outlets like CNN regularly bring on guests who [intentionally lie](#).
- Only Leftist politicians would find a way to [blame President Trump](#) for the actions of the Iranian government who shot down a civilian commercial airplane, killing almost 200 innocent people.
- Only a radicalized Leftist high school teacher (Paul Kato) would [assault a young female](#) student for wearing a "Women for Trump" pin, forcibly removing the pin from her shirt.
- Only Leftist politicians, especially those who are actually sympathetic to radical Islamic terrorists, show no ability at proper decorum but instead, on



camera for all to see, [giggle like school girls](#) when a speaker standing in front of them is making reference to dead American soldiers.

- Only decades of Leftist social policy would turn San Francisco into a cesspool. The sludge and feces have gotten so dank that Oracle [relocated their tech conference](#) to Las Vegas, costing the City by the Bay \$64,000,000 in annual economic activity. And only Leftists would pump \$750,000 into a poop patrol initiative that would only see the [problem get worse](#). Turning to Seattle, only Leftists who are tasked with clearing up Seattle's homeless mess would host a conference with clergy in attendance and for entertainment provide a transgender stripper who behaved almost as perverse as you can imagine -- only worse.
- Only Leftists [hate Christmas](#). Only Leftists would produce a Christmas movie that [depicts Jesus as gay](#). And only a Leftist transgender activist would insist that the classic Christmas TV cartoon, "Rudolph the Red-Nosed Reindeer" is actually a cartoon [laced with messages](#) about the glories of queer and transgender life. This is not a parody. It is sick, delusional, and wishful thinking.
- Only a radicalized [Leftist member of Congress](#) (who is very likely also a sympathizer of Islamic terrorism) would respond to a shooting that took place in Jersey City as being the fault of white supremacists, meaning Republicans -- even though the shooters were black.
- Only Leftists [imagine that men menstruate](#) and thus demand that tampons be placed in men's rooms. I am not making this up. And only Leftists would go ballistic and [seek to destroy](#) those who affirm the obvious: there are only two sexes -- male and female.
- Only the Left, in this case journalists from the *Washington Post*, would [justify a fake hate crime](#) from a gay rights activist who staged his own hate crime in Jussie Smollett fashion.
- Only Leftist journalists would claim that the impeachment of President Donald Trump is a solemn, sad, remorseful occasion, all the while they are [celebrating the event](#) behind the scenes, and only Leftist government leaders, claiming the same solemnity, would [smile and hand out souvenir pens](#) as the impeachment documents were being signed.
- Awed by their own self-importance, only Leftists would view the crime of burning an LGBT flag as [worthy of 15 years](#) of imprisonment, and sentence a man for that duration. These same Leftists have no qualms whatsoever about burning the American flag.
- Only the Left would [deliberately lie about America](#) and attempt to rewrite American history textbooks in a way to cast the most negative light possible on their country, then ignore professional historians who point out their litany of lies, and also claim specific criticism of their Leftwing ideas are the result of "whiteness" -- even though the man offering the critique [is black](#).
- Only Leftists would [ignore ICE detainees](#), thus leaving illegal aliens to roam free and murder and maim our citizens.

- Only the Left would refer to radical Islamic terrorists who stormed our embassy as "["mourners"](#)". Although I must confess I was a tad bit surprised the Left didn't refer to the terrorists as heroes.
- Only the Left would celebrate and encourage men who claim they are women to compete against women athletes, [ruining the athletic careers](#) of said women. Women's golf is the next sport [the Left is busy ruining](#).
- Only the Left would [tear asunder](#) a mainstream Protestant denomination over gay rights issues.
- Only a Leftist presidential candidate would make [the colossally stupid remark](#) that the Founding Fathers and Framers of the Constitution did not think slavery was a bad thing.
- Only the Left would find it beautiful that Planned Parenthood dismembered and butchered over [345,000 innocent](#) unborn babies -- just last year alone.

I could go on but I think I've made my point. The question is, after reading all of the above, would CM be persuaded that her love affair with Leftism is a bad idea? My prediction is that she would probably think the very opposite -- that all of the above chaos and debauchery caused by the Left will somehow be something CM admires, respects, and looks up to. I suspect she will see such perversities as acts of courage or nobility or bold innovation. You see, Leftism is a religion, and is about as close to a cult as any other form of brainwashing there is. Leftism has been said to be the most dynamic religion on the planet at present and even when Jews, Protestants, Latter-day Saints, or Catholics fall under the spell of Leftism, choosing Leftism over the faith they grew up with is usually the outcome.

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**

## Norwood Slated to Teach 3 Courses

Beginning the week of February 10th it will be my pleasure to deliver 3 separate 16-week college classes at College of the Canyons in Valencia, California.

I will be delivering a Monday evening course on Management, covering many key aspects, including Self-Management, Strategy, Recruiting, Team Building,

System Dynamics, Management Style, Corporate Culture, Time Management, Coaching, Wealth Management, and many other important topics.

On Tuesday evenings I will be offering a wonderful course on Business Ethics. We will begin by learning the philosophical origins of ethics and will take a look into some of the great ethical schools of thought, beginning with Aristotle, exploring Kant, delving into the Utilitarian school, and exploring various approaches to Divine Command theory. We will then delve deep into the work offered by [The Arbinger Institute](#), in particular, their award-winning and life-changing book, *The Anatomy of Peace*, to learn how having a heart of peace can enable one to behave in a more ethical manner. Finally, we will do a deep-dive into one of the more dramatic cases of a scandal-saturated organization -- Enron.



On Wednesday evenings I will be pulling out all the stops with an introduction to business program where I will share everything I know about business. We will begin by looking at the pre-business world, and then trace the origins of the concept of business to the present day. In addition, I will lay out the basics of business acumen so students understand what it is that makes all businesses, from a lemonade stand to IBM, the same on the inside. Finally, I will be sharing the wisdom I have learned through the years from such luminaries as Peter Drucker, Ray Dalio, Stephen R. Covey, Peter Senge, Marcus Buckingham, Mark McCormack, Harvey Mackay, and Peter Diamandis.

If you'd like to enroll, visit the COC website by [clicking here](#).

## **From Ara's Journal**

### The Counterpart to Liberty

Many people of only modest maturity complain about rights. Their rights (not anyone else's.) Self-centered in their outlook, they like to remind the rest of us that they have rights -- the right to abort their unborn baby, the right to smoke marijuana since certain states have violated federal law to make it "legal" in certain states (unaware that Federal Law trumps State Law), the right to be here illegally since certain states or cities claim to be places of





sanctuary for those who have violated our immigration laws, the right to use profanity. I even know of people who believe they have the right to steal, or to lie because of this or that excuse. I even recently heard about a man who thinks murder isn't really murder if the victim of murder wasn't perfectly innocent himself. These claims to rights represent, as they see it, their liberty.

But there is a counterpart to liberty.

I believe it was Viktor Frankl, author of [Man's Search for Meaning](#), who said that since we have a Statue of Liberty on the East Coast, we would do well to build a Statue of Responsibility on our West Coast.

Not a bad idea, brother Viktor. Not a bad idea at all. . .

## The World of Words

### Poignant

#### Building Your Power of Expression

**Poignant**, adj.

**Pronunciation:** 'poin(y)ənt



**Meaning:** This heart-felt word, whose "g" is silent, is suggestive of deep reflection, almost melancholy or sadness. It can also refer to things that are touching, as in, deeply affecting one's feelings. Further, it can be used in the sense of something that makes a deep impression on someone. The word is synonymous with heart-rending, sorrowful, mournful, and moving. I first encountered this word when I read an account of Joseph Smith's reminiscences of a theophany he experienced in the spring of 1820, which I share in the first example below.

#### Usage:

- *During this time of great excitement my mind was called up to serious reflection and great uneasiness; but though my feelings were deep and often poignant, still I kept myself aloof from all these parties, though I attended their several meetings as often as occasion would permit. (Pearl of Great Price, Joseph Smith-History 1:8)*
- *It was one of many poignant moments.*
- *It was a poignant memoir of their lost life together.*

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)

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