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Thank you for your continued loyalty to *Uncommon Sense*. This issue is packed with depth and value.

In the **Self-Development** column, I share a lesson I learned from one of America's most successful consultants. Don't miss it!

In the **Elephant in the Room** column, I review some of the most disquieting instances of Leftist rot permeating the body politic during the month of May.

The **From Ara's Journal** column addresses a very sobering, troubling, consequential topic that confronts us all.

And **The World of Words** column delivers up yet another delightfully expressive word that I am sure you will get a lot of mileage out of.

OK, let's get started.

Ara Norwood



Self-Development

Is Your Net Working?

An exclusive dinner event was hosted by the National Speakers Association some years ago. About a dozen professional speakers in the Los Angeles area were invited, I among them. The guest of honor hailed from Rhode Island. His name is [Alan Weiss](#). Alan is one of the most successful business consultants in the country. He is also a terrific mentor to many people, a first-rate presenter, and the author of several important books, such as [Money Talks](#) and [Million Dollar Consulting](#). I had hired Alan a few years earlier to advise me on some of my early marketing efforts, and I had found his advice indispensable.



We were all seated at a large round table in an exclusive hotel meeting room. As it happened, I was seated immediately to Alan's left. We all enjoyed a sumptuous banquet and then it was time for us to have Alan field our questions. A point in time came when I had an opportunity to ask a question.

"Alan, you've had an extraordinarily successful career as a professional speaker, workshop leader, author, and consultant. What would you say was one of your biggest mistakes you made earlier in your career that you would advise us to avoid?"

Alan didn't hesitate for a nanosecond. It was as if we were saying our lines we got out of a script. He immediately replied, "Networking." He went on: "If I were to do it all over again, one thing I would do much earlier than I did was to build a database. Having a database of contact names and contact information is paramount. Your database will grow over time, from the dozens, to the hundreds, to the thousands, to the tens of thousands, etc. The larger your database, the greater the number of opportunities you have to make a difference in someone's life, whether that means selling them a product they need, or marketing a speaking engagement to them or their organization, or positioning yourself for a lucrative consulting contract. So start to build your database with contacts of all kinds and keep it up to date. It will make a world of difference to you."

I've never forgotten that message, and I now pass it on to you without further comment.

The Elephant in the Room

The Leftist Decay is Beginning to Metastasize

Whatever his faults, President Donald Trump has a number of outstanding qualities. One of them is his awareness of the destructive nature of the American Left (and I hesitate to use the term "American," for the Left's values are antithetical to what America stands for. Indeed, the Left loathes America.)



In addition to President Trump's general awareness of the damage being done to the country by the Left, he is unafraid of them and has no qualms about confronting them.

When the Left tries to goad the President into arguing with them, he generally ignores them in the sense that while he may fire a salvo at someone via Twitter, he won't stand there and engage in pointless bickering with his enemies. In addition, the President continues to blunt the eroding effects of the Leftist contagion by appointing conservative judges at an astonishing rate, causing the Left to [experience convulsive fits](#), which is actually quite entertaining.

Still, in spite of this, Leftism continues to creep along, expanding its poisonous tentacles and ruining everything it touches. Here are some of the latest examples just from the month of May 2020:

- A former staffer for then-senator Joe Biden named Tara Reade has leveled very serious charges of sexual assault against the presumptive Democratic Party nominee. And [the New York Times](#), which desperately wants Joe Biden (or anyone, for that matter) to defeat Donald Trump in our next election, came up with an idea. They suggested an independent investigation of Joe Biden take place by an

outside, unbiased, neutral party. And who is that unbiased, neutral party? The Democratic National Committee. And no, I'm not making this up to be satirical. The *New York Times* is seriously suggesting that the Democratic National Committee can be an objective third party. Related to this, nearly 100 Hollywood celebrities who were very outspoken against Brett Kavanaugh when he was falsely accused of sexual misconduct were [stone-cold silent](#) on the allegations against Biden by Tara Reade, revealing their abject hypocrisy.

- Donald Trump was sworn in as President of the United States on January 20th, 2017. Michael Flynn was interviewed by the FBI on January 24th, 2017, two days after he himself was sworn in as President Trump's National Security Advisor. General Flynn had been assured by the FBI that that this interview was to be a very informal, friendly get-together, and that he would not need to have a lawyer present. The result of that sham-interview? General Flynn was found guilty of lying to the FBI and was sent to prison. This was all a lie. [Newly unsealed documents](#) showed that General Flynn was set up by former Obama Administration officials who had conspired to find a way to remove General Flynn from his post as President Trump's National Security Advisor. Among the unsealed documents was a private, handwritten memo written in advance of, and in preparation for, the Flynn interview, discussing whether the FBI's goal was to "get him [Flynn] to lie, so we can prosecute him or get him fired." Furthermore, a Justice Department prosecutor named Brandon Van Grack (another holdover from the Obama Administration) who was well aware of the memo and who was one of the prosecutors to indict General Flynn blatantly lied to the court during Flynn's trial and claimed he was not withholding any evidence that might prove favorable to Flynn. He even looked the judge in the eye in October 2019 and stated, unequivocally, that he had not "affirmatively suppressed evidence." This was a lie. All of this was an attempt to harm the Trump Presidency by Leftist radicals at the highest level of our government.
- In the heat of the COVID-19 pandemic, the Leftist Dems spent their energies focusing on how they can [use the crisis to attack](#) the President. Their angle? Try to get Dr. Fauci to testify that President Trump is somehow responsible for what they imagine is a botched handling of the pandemic.
- A news anchor from ABC interviewed President Trump. It was a hard-hitting interview. But to CNN, an organization that loathes Trump, it wasn't hard-hitting enough. Therefore, [CNN attacked the ABC](#) anchor who conducted the interview. This is almost unprecedented in journalism. As one astute media observer noted: "What CNN wants is partisanship, yelling, relentless snark -- both from chyrons and talent -- making faces, and overall behavior that would resemble that of a juvenile."
- City officials of Leftist bastion San Francisco no longer ignore rampant illegal drug use among the homeless that fill their streets, causing unbelievable spikes in crime. Instead of ignoring the illegal drug use, the [city officials now provide the illegal drugs to the homeless addicts!](#) Again, I am not making this up.
- The Leftist city officials of Los Angeles where I reside became even more militant in their totalitarian instincts. They threatened to name private businesses (i.e., hotels) that refuse to give free shelter to the homeless, and also [threatened to commandeer](#) these private businesses and force them to do the will of the city officials.
- Former Bernie Sanders campaign official Nina Turner encouraged the Socialists in this country to "go crazy" and [do a hostile takeover](#) of the Democratic Party. (Hey Nina: wake up! They already have!)
- There was no shortage of Fake News by the Left-Wing Media during the month of May. NBC's Meet The Press [deceptively edited](#) Attorney General William Barr's

comments to twist them to mean something they did not mean. GQ Magazine ran some [very incendiary Fake News](#), calling the notorious racist George Wallace a Republican. (He was a staunch Democrat.) The writer at GQ simply realized how rabidly racist Mr. Wallace was and presumed that such a racist would have to be Republican. So she went with that assumption and the editors didn't bother to do their job of editing. It was simply too juicy a lie to resist. And in a case of Fake News by Omission, when Republican candidates claimed solid victories in several Special Elections, the mainstream media largely [ignored the stories](#) and did not cover them. Not to be outdone, Fake News was [fed to the public](#) by Politico, claiming that Richard Grenell, the former Acting Director of National Intelligence, was now working for the Trump campaign, something Mr. Grenell unequivocally denied. Even after he denied it, Politico continued to insist that their fantasy writing was factual. But my absolute favorite example of Fake News was provided this month courtesy of MSNBC. One of their reporters, a man named Ali Velshi, was on live TV covering the riots and the looting taking place in Minneapolis following the murder of George Floyd. [Mr. Velshi reported](#) that what was taking place was "mostly a protest," that things were "calmer," and went on to characterize it as "not, generally speaking, unruly." Velshi was standing in front of a burning building at the time, with other buildings burning down within eye-shot, and one of these was a police station. But in Mr. Velshi's imagination, none of this was unruly.

- The party that calls for civility has a member named Molly Osberg, a hate-filled, radicalized Leftist, who unabashedly [hoped for the death](#) of Stephen Miller, a Trump advisor. And we are not talking about a private conversation. We are talking about a published article. There is no shame in this Leftist woman.
- A radicalized Leftist who is also a TV Star (Christopher Meloni) compared the kids who support President Trump [to Nazis](#). A friend of mine who is herself deeply sympathetic to Leftist ideology told me she agreed with Mr. Meloni's absurd comparison, and she herself claims to see strong parallels between Donald Trump and Adolf Hitler. I replied to her as follows: *"Has Trump decided to initiate another Holocaust against the Jews? Does Trump therefore despise his own daughter and his own grandchildren? Is Trump marching into Canada? Mexico? Guatemala? Other neighboring nations as Hitler did? Has Trump killed anyone? Would you like to try to continue to use the Nazi-Card on the President? Do you really think such an absurdity is something that builds credibility? Think of it: You are giving credence to a whack-job that bastardizes the significance of the Holocaust and cheapens it by comparing the monster that is Adolf Hitler to the President of the United States. Are you sure you want to go down that road? Are you certain you want to entertain such a notion?"* Needless to say I did not receive a reply.
- Jeff Bezos' newspaper, the *Washington Post*, ran a [very strange piece](#) on Stacy Abrams in their magazine, a woman who failed to win her gubernatorial race in Georgia and who still imagines she is the rightful governor of that state, by comparing her to a runway supermodel. (The woman is, shall we say, . . . [how can I put this delicately?] . . . a very curvy woman and nothing like the supermodels I have seen.) In fact, they went even further, creating an image of her as a superhero, complete with cape. This was a piece that was dripping with adulation and lust. How it got past the editors of the *Washington Post* is beyond me, except for the fact that this was, after all, the *Washington Post*.
- The City Counsel of Seattle decided to reward people who have [broken our immigration laws](#) by taking \$100,000,000 of taxpayer money and give it to illegal aliens.
- A radicalized woman of the Left on MSNBC is [trying to force Twitter](#) to close President Trump's Twitter account. This is an example of pure totalitarianism. If you cannot defeat your opponents in public debate, find a way to silence them.

- An election judge in Philadelphia [admitted taking bribes](#) to falsely inflate election results. Which party is he from? The Democrat Party, of course.
- A columnist for a Left-wing rag published a piece that demonstrated just how deep her rage is against President Trump. Thus, she ignores the claims against Joe Biden by Tara Reade, claiming that she would vote for Mr. Biden even if "he [boiled babies and ate them.](#)" This is a lurid, grizzly bit of imagery, but it reveals the heart and soul of the typical Leftist.
- Not to be outdone for outlandishly shocking comments, Joe Biden himself told a black interviewer that if a black person is unclear about voting for Mr. Biden in the presidential election, that person [is not actually black.](#) (Mr. Biden did not disclose if said black person was actually white.)
- In another act of brazen Left-wing hypocrisy, Michigan's totalitarian governor, Gretchen Whitmer, who has been quite militant about not allowing the people of her state to go about their business, enforcing one of the strictest lockdowns in the nation, doesn't seem to want to follow her own mandates. Her husband [tried to use his clout](#) of being the spouse of the governor to get their family boat out and go on a pleasure trip, the very thing the governor would never allow a regular citizen to do. When this became public, the governor [claimed, falsely,](#) that her husband was just joking around. Case dismissed.

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

Shameless Plug

Norwood Speaks on the Founding Fathers

It was my deep honor to address a forum of Rotary Club members a few days ago. I had been asked to speak on the topic of our Founding Fathers. My speech, titled Six Great Men, gave an overview of the lives of these six:

- Benjamin Franklin
- George Washington
- John Adams
- Thomas Jefferson
- James Madison
- Alexander Hamilton



Covering a wide array of data very quickly, we explored their family life, appearance, temperament, education, vocation, political philosophy, and a host of other topics. It was especially enjoyable to field the questions asked by members of the audience, of which there were many. All in all, it was a wonderful event and I look forward to presenting additional content around these superb leaders.

If your organization could benefit from a stirring speech on our Founding Fathers, drop me a line: ara@aranorwood.com

Thoughts on the Murder of George Floyd, and its Aftermath

He didn't have to die. Granted, George Floyd, age 46, made a variety of poor choices the evening of May 25th. He used a counterfeit \$20 bill to buy cigarettes. He was drunk. He resisted arrest.



And while not fully understood at this time from a medical perspective, he had been complaining of having trouble breathing long before Officer Derek Chauvin, age 44, placed his knee on Mr. Floyd's neck. But he did not have to die. He did not deserve to die.

It is of mild interest that both men worked as security guards at the same Minneapolis night club. But it is unlikely either of them knew the other, since George Floyd worked on weeknights and Derek Chauvin worked on weekends.

Why did Officer Chauvin feel the need to place his knee on the handcuffed Mr. Floyd's neck? And why for such a long duration – 8 minutes 46 seconds? Even when pleading for mercy, making it clear he couldn't breathe, Officer Chauvin would not take his knee off of Floyd's neck. And so his life was literally chocked out of him. Slowly.

Officer Chauvin, who seems to have had a history of being heavy-handed in both his police work and his private security work, was not only fired from his job as a police officer, but was charged, and quickly found guilty, of Third Degree Murder and Second Degree Manslaughter. Third Degree Murder refers to, in legal terms, a "depraved-heart murder," which means a murder committed "without the intent to effect the death of a person, or causing the death of another by perpetrating an act eminently dangerous to others and evincing a depraved mind, without regard for human life." Under Minnesota law, Third Degree Murder carries a maximum sentence of 25 years in prison. It is safe to say that Officer Chauvin's life is ruined. Even his wife has started divorce proceedings. But while Officer Chauvin's life is ruined, he does still have his life. Mr. Floyd cannot say the same.

Officer Chauvin may or may not be a racist. But in the end it really doesn't matter. He was unnecessarily aggressive with George Floyd, was thoughtless and uncaring about the suffering of others, and a man lost his life as a result. From what I can gather, I suspect Officer Chauvin would have behaved no differently if the person being arrested in this case was white.

That brings us to the protesters. Reasonable people, mostly black in this case, but people of a variety of races and ethnicities, are understandably outraged at this travesty. In fact, I would say that people are justifiably outraged. This isolated, single incident is seen by many people as an example of systemic racism among the police. While such a charge is false and misguided, Officer Chauvin did nothing to help alleviate that perception. He exacerbated it. I do not blame reasonable people for being outraged. How can I? What transpired here is an outrage.

That brings us to a third matter, a different matter. There are people in this country who are looting, burning down buildings, setting police cars ablaze, and physically assaulting innocent people, including news crews. Such thugs are lead by anarchists and other rabble-rousers who use the tragedy of George Floyd's death to advance their dark agendas. Their goal is to unravel society, to raze, to destroy, to spawn chaos. I have no sympathy for such people. All of them should be rounded up and incarcerated. There is no place in civil society for such hoodlums. And government officials on both a local and

federal level should have learned the lesson long ago that whenever something like the Floyd George tragedy takes place, two things are bound to happen: legitimate protesters are going to spring up and express their very legitimate outrage, and anarchists are going to follow shortly thereafter to sow chaos and destruction. Leaders would do well to anticipate such outcomes. The outraged protesters need to be listened to, and changes have to take place. (For instance, other officers should never have allowed Officer Cauvin to place his knee on the neck of Floyd George. Cauvin should have been stopped immediately, not placated.) But the thugs that capitalize on such tragedies need to be met with military force in an immediate and decisive way. There should not be a lag time in sending out the national guard or the U.S. Armed Forces. They should be mobilized and present much earlier. Our leaders fail our communities when villains and anarchists are given free reign to do their thing for any amount of time. We have to do a better job of distinguishing between legitimate protesters and illegitimate destroyers. There must be humility and decency afforded to the first; there must be decisiveness and unwavering force extended to the second. To do less is a failure of leadership.

The World of Words

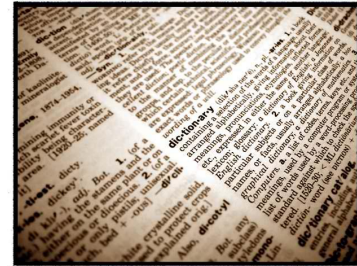
Percolate

Building Your Power of Expression

Percolate v.

Pronunciation: 'pɜrkə,lāt

Meaning: This word is used in a variety of contexts (many having to do with coffee). My favorite is the notion of something (an idea, a feeling) spreading gradually, perhaps within someone's mind, or perhaps through a group of people.



Usage:

- *Think over what I've been sharing with you for the next few days, and let the concepts percolate in your mind.*
- *We all need to allow the latest direction we have been given to percolate, then come back with our recommendations.*
- *After our playbook has distilled upon your minds and percolated adequately, we will have you present the core elements of it to the new recruits.*

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For more information on my work, follow me on Facebook (keyword "Leadership Development Systems") or via my website: www.aranorwood.com

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