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Can you believe we have one month remaining before 2021 becomes a part of history? Not to worry; *Uncommon Sense* will continue to be sent your way as long as I am alive.

We begin with another discussion of leadership. You can read it in the **Self-Development** column.

The **Elephant in the Room** column takes another look at how America itself is vulnerable due to a corrupt media.

The **From Ara's Journal** column considers a profoundly wise couplet by Alexander Pope.

And check out **The World of Words** column for yet another great word to add to your vocabulary.

OK, let's get started.

Ara Norwood



Self-Development

The Fifth Deadly Sin of Leadership: A Failure To Endure

Leadership is not for the faint of heart.

When someone becomes a leader, they stand tall. In doing so, they become an instant target to various forces that wish to hammer them back down to size. In every instance of leadership in human history I have studied, I found no exception to this. It seems to be a natural law. Gandhi, a man of peace, was hated by some and was eventually assassinated. The same could be said of Martin Luther King. The preeminent innovator of the Renaissance, Leonardo Da Vinci, was respected by many but disdained by many more; even Michelangelo resented him. Jesus Christ, seen by Christians as the Prince of

Peace, was scorned by the masses, put through a sham trial, and crucified. It seems no one who is a leader is immune to relentless strife from the rabble.

Thus, the few leaders who really make a difference have one quality that carries them through the day: staying power.

Winston Churchill is Exhibit A in this regard. Facing untold opposition from many in Parliament, not to mention staring down the most psychopathic mass murderer in history, Churchill's steely determination produced one of the grandest performances of leadership in the 20th century. Cut from the same cloth as indomitable figures from the past (think Alexander the Great, Brigham Young, or even Steve Jobs) Churchill seemed impervious to opposition, personal attacks, or brazen displays of hatred. He betrayed no self-doubt in public. His official biographer described Churchill's style as "outspoken, vigorous, with the written equivalent of a mischievous grin. This made him enemies, as did his method of coming back to the charge again and again, reinforcing old arguments and presenting new ones." Churchill himself gave us this self-disclosure: "I readily admit that my conduct is open to criticism, not – thank heaven – on the score of sincerity, but from the point of view of taste. I had to choose between fighting and standing aside. No doubt the later was the more decorous. But I wanted to fight – I felt I could fight with my whole heart and soul – so there it is."



To maintain the courage to continue on towards one's vision while being attacked or ridiculed is a necessary requirement of true leadership. To have the wherewithal to not buckle under the weight of criticism is the key talent of successful leadership. Refusing to be dissuaded by the nay-sayers is the clearest path to all key leadership victories. Remember that lesson as you pursue your leadership initiatives. You may not be in an actual combat situation as Churchill was, but it may feel like it at times.

It takes renewed commitment, on a daily basis, to succeed as a leader.

The Elephant in the Room

A Dark Time for America

In many ways America is at a precipice.

The contagion of the soul known as Leftism is seeping into every nook of American life. While the Left, without a shred of self-awareness of the irony involved, shouts their mantra that America is systemically racist, the reality is that America is systemically Leftist and not American – as Leftism and Americanism could not be more different in kind.



One important aspect of the rot that is spreading across America at this time involves the mainstream media. It is no longer possible to trust newspaper reporting coming from the Los Angeles Times, the New York Times, the Washington Post, or the Chicago Tribune. The Big 3 News Networks (CBS, NBC, ABC) and the cable stations (CNN, MSNBC, PBS) are thoroughly tainted, as they are run by people who regularly quiver from the spasms of disinformation they regularly spawn. NPR is no better. And magazines such as Time, Newsweek, Rolling Stone, Vanity Fair, The New Yorker, and The Atlantic are filled with out-and-out dishonesty while they foist Leftism upon their readers. It's like a giant brainwash.

I acknowledge I've made some strong allegations. Now it's time for me to back them up with evidence and analysis.

Recently Special Counsel John Durham demonstrated unequivocally that the Steele dossier, which was funded by the Hillary Clinton campaign, and was the main source used by the FBI to secure warrants to spy on Americans and to destroy the reputation of Donald Trump, was a pile of worthless nonsense. It was based on utter, total fabrications. People have been indicted over this. Clear enough. But it is important to remind ourselves that the mainstream media, for years, promulgated a false narrative, based on the fictitious Steele dossier, in an effort to undermine Donald Trump.

Now we come to the heart of the matter: since the Steele dossier has now been proven to be absolutely bogus, and that there was no truth to the notion that Donald Trump had colluded with Russia, what has the media and other guilty parties done? Have they confessed their error? What did the New York Times or the Washington Post do? What did Rachel Maddow of MSNBC do? What did politicians like Adam Schiff do? What did Christopher Steele himself do?

Did any of them confess their sin? Did any of them retract their earlier falsehoods? Did any of them issue a correction?

Not at all. Christopher Steele still stands by his original claims. Which is to say he hasn't learned a single thing.

Adam Schiff insists he is not guilty of any wrongdoing of any kind. He loudly proclaims he is squeaky clean and hasn't lost any credibility.

Rachel Maddow has taken no responsibility for championing a false narrative for years.

With the exception of the Washington Post, who wouldn't retract their false journalism, but did agree to "correct" and "remove" segments of previous stories they ran on the Steele dossier, the rest of the mainstream media resolutely refuses to come clean. Furthermore, a Left-wing nonprofit group known as The Democracy Integrity Project paid almost a million dollars to Christopher Steele and to Fusion GPS – and the irony behind that is that the Democracy Integrity Project claims to exist for the purpose of stopping disinformation.

But the media isn't just guilty with respect to this one story. Let's review:

In Waukesha, Wisconsin, a Black Lives Matter thug drives his SUV into a parade, killing and maiming white people. How does the mainstream media cover such a story? It wasn't an act of terrorism or criminality; it was "a crash." Nothing more. This is how ABC, CBS, CNN, and other media outlets have described the mayhem. A crash. As in, an accident. As in, an unfortunate mistake.

When then President Trump commented on a horrific event that took place in Charlottesville in August 2017, he mentioned that there were fine people on both

sides. Lest there be any confusion of whom he was speaking of, he explicitly stated that he was "not talking about the neo-Nazis and the white nationalists. They should be condemned totally." But CNN and other outlets in the mainstream media reported that Trump claimed there were fine neo-Nazis at the rally. He never said any such thing, the media knew he never said any such thing, but the media never issued a correction or retraction. The media lied. Deliberately.

Are there other similar examples of false reporting? Certainly. One need only consider how the media handled the originals of the COVID pandemic, or the Black Lives Matter riots that cost the U.S. over \$2 billion dollars in damage, or Hunter Biden's laptop debacle, or the debate over the COVID vaccines and the lockdowns, or the January 6th riot, or whether Critical Race Theory is even being taught in our schools, or the Rittenhouse trial. In the later case, the media regularly reported the lie that Kyle Rittenhouse shot and killed innocent, unarmed black people. The people killed were not innocent, they were not unarmed, and they were not black.

But the media doesn't concern itself with truth; they concern itself with maintaining a narrative, no matter how fact-free it is. The media either lies openly about the major stories of the day, or the media refuses to report on the stories altogether.

What to do?

I suggest the following: First, do not watch any Left-wing television news, do not turn on NPR, do not read any newspapers or magazines that are Left-wing propaganda mills. And do not support those advertisers who participate in the sham by sending advertising dollars to such outlets.

Second, get your news from reliable, conservative sources (Breitbart, Fox News, Bill O'Reilly, Imprimis, The Federalist, Town Hall, Salem Radio, etc.)

Third, whenever you hear Left-wing takes on the news, have the courage to confront it, publicly, and provide facts and data to refute the false narratives spouted by the fake news media.

If enough Americans do those three things, the lying media will become irrelevant and will have only marginal influence in society.

* * * * *

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

Shameless Plug Norwood to Deliver Business Course in the Spring

College of the Canyons, located in Valencia, California, has me teaching 3 different sections this coming Spring Semester.

The semester will begin in February 2022 and will end in the late-May or early June time frame. The course is Business 100, which is Introduction to Business. My students will be exposed to the genius of various business titans, including Peter Drucker, Stephen Covey, Marcus Buckingham, Harvey Mackay, and many others.

If you'd like a good primer on what it takes to succeed in business, consider enrolling in any one of the three sections I will be offering. Information can be obtained by going to the College of the Canyons website: www.canyons.edu.



From Ara's Journal

Slouching Toward Gomorrah

*"Vice is a monster of so frightful mien,
As to be hated needs but to be seen;
Yet seen too oft, familiar with her face,
We first endure, then pity, then embrace."
-- Alexander Pope*



An interesting aspect of the human condition is that it is far easier (and far more common) to gradually erode than it is to evolve. The coarsening of society is taking place with increasing frequency. There are far too many people that behave like Troglodytes. That are mean. That are selfish. That are not people of depth, but of superficiality.

Aristotle had a lot to say about vice. But he also had a lot to say about the counterbalancing force known as virtue. Virtue can triumph over vice. If we allow virtue to see deep within our hearts and become a part of our character, we will avoid falling into the squalor of vice. We will be keen of mind, generous of heart.

I wish to embrace virtue.

The World of Words

Comeuppance

Building Your Power of Expression

Comeuppance, n.

Pronunciation: ,kəmə'pəns



Meaning: Refers to a punishment or a fate that someone deserves.

Usage:

- *Watch yourself: If you get too cocky you may face a reckoning or a comeuppance of some sort.*
- *He finally got his comeuppance.*
- *The judge handed down comeuppance to the deserving arsonist.*

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