

Uncommon Sense

Providing Clarity, Promoting Intelligence

[Quick Links](#)

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

[Join Our Mailing List!](#)

[Click Here to Join!](#)

Issue #252

January 31, 2022

January is now behind us. Hopefully you are on track for a stellar year!

The ***Self-Development*** column continues where we left off in the previous issue of *Uncommon Sense*, and delves further into the process of goal setting.

The Elephant in the Room column, as promised, focuses on a series of outcomes -- all of them unfortunate (and some tragic) -- resulting from how we vote. Yes, elections do have consequences.

The world is often in turmoil. The ***From Ara's Journal*** column touches on that.

And bringing up the rear is ***The World of Words*** column, which once again serves up a dandy of a word on a platter, or, goblet, just for you. (You'll understand when you get there.)

OK, let's get started.

Ara Norwood



Self-Development

The 4 Phases of Goal-Setting, Part 2

Phase II - Leverage

In the previous issue of *Uncommon Sense* (Issue #251) I discussed the importance of focusing on only a very limited number of goals, preferably one, what I like to call the Grand Goal. While being laser focused on one goal is important, there is more to the story.

Once you have your one Grand Goal, you need to think through all of the things you would have to do that lead to the accomplishment of that goal. Every goal has stepping stones that carry you down a path towards goal-accomplishment. Those are the things you must focus on each week. Using one of the examples I discussed in the previous issue of Uncommon Sense, that of going from a credit card balance of \$21,091 to zero by the end of the year, the stepping-stones are fairly straightforward. Aside from placing the physical credit card out of reach to prevent further expenditures on that card, you have to be prepared to make all sorts of decisions in your personal spending habits that curb your usual spending. You have to consider the year to be one of austerity. Even without considering the interest charges you will incur each month, you have to be prepared to funnel about \$1,757 each month towards this balance to meet your goal of a zero balance by year-end. Therefore, each week you are going to have to consider ways to come up with that money, whether it involves earning extra money through additional employment opportunities, or whether it involves a radical transformation in channeling money that used to be spent on restaurants, movies, gym memberships, bookstores, and gifts, towards your new objective. You'll have to be mindful of your spending and your income to the point of obsession, and you'll have to throw any and all discretionary money towards paying off that credit card.



Conversely, if your Grand Goal is to go from running one mile in over 12 minutes to running 1 mile in under 8 minutes by September 30th, you will have to map out exactly what weekly activities must take place. This may involve a running plan that has you running 3 or 4 miles every Monday. Perhaps on Tuesdays you practice sprints of various durations, ranging from 100 yards, to 200 yards, to even 400 yards (which, admittedly, would not technically be a sprint, but would still be at a fast pace). Wednesdays may be a rest day. Thursdays might involve a series of what serious athletes refer to as a "tempo run" where you run three different one-mile runs within a predetermined time frame with some rest in between each of those three runs. Friday might be another rest day. And Saturday could be your "long run" day, where you go for a run that could cover anywhere from 4 miles to 7 miles. In addition to all of the above, attention could be given to nutritional supplements, sleep, stretching exercises, and mental exercises of various sorts. Every week you would make commitments that you would carry out, all intended to help you move towards your Grand Goal of running 1 mile in under 8 minutes by September 30th.

One final example to drive the point home: Let's imagine you are in sales, and your Grand Goal is to go from zero in sales revenues to \$600,000 in sales revenues by December 31st. That's a worthy goal. The question is, How will you leverage your weekly activities to systematically move towards the achievement of that goal? No one is likely to just go out and close a single \$600,000 deal one afternoon. So what are all of the minute and discrete tasks that must be done to move the dial towards the achievement of that goal? One way to do that is to figure out what the average amount of sales revenue is you must attain each and every week. (That number turns out to be \$11,538.47 but let's round it up to \$11,540). Now the question becomes, What are all of the tasks and activities you must do each week to generate sales revenues of \$11,540? Obviously, you have to "make contact" with potential buyers, either through cold calls, referrals, or follow up calls. Further, you have to position yourself to submit proposals, as you bid for their business. You have to make sales presentations. You may have to put together marketing materials.

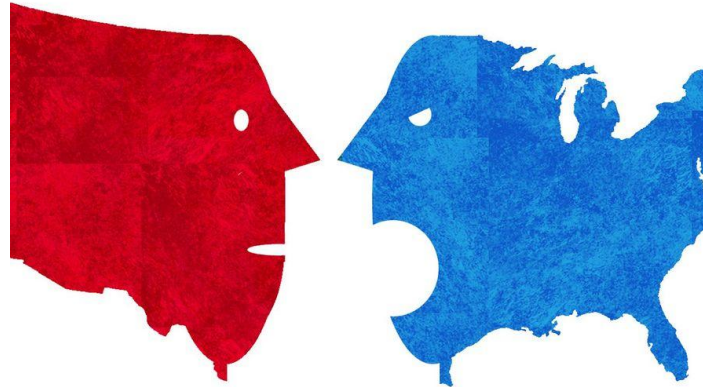
In each of the examples above, you will have to make commitments to do certain things that will be stepping stones towards the achievement of your Grand Goal. And you not only have to make such commitments, you have to keep them.

Still, it is easy to burnout and give up. That is why people who set New Year's Resolutions often forget about them within a few weeks and fall back into patterns of normalcy and mediocrity. But there is an antidote to such tendencies, an antidote that drives engagement. We will explore that in the next issue of *Uncommon Sense*.

The Elephant in the Room

We Get What We Vote For

There are two main factions on the American scene today: So-called "Progressive" Leftists, and Conservative Patriots. The former dominate the Democrat Party. The latter find themselves either in the Republican Party, or, like me, they stand apart from parties altogether and are Independent.



Both groups have diametrically opposing visions for America. Conservatives wish to conserve the wisdom of the Founding Fathers. Progressive Leftists wish to destroy any vestiges of America's founding principles, mutilate notions of Liberty, Self-Reliance, and God, and replace them with dependence on the government, socialism or communism, and secularism.

And so the citizens of this country (and in some places, non-citizens who are here illegally) vote as their conscience dictates.

Yet elections have consequences. The outcome of any election can result in societal changes that can elevate us or harm us. For instance, voting for a Democrat mayor, if he or she wins the election, will result in other Democrats serving as District Attorneys, judges, City Councilmen, etc.

Here is a collection of examples where having voted for (and elected) Democrat candidates have brought very specific results. Go through this list and decide for yourself if voting for Democrats is a good thing.

- **Devonne Marsh** is a 41-year-old black man from Detroit. Mr. Marsh has a long rap sheet and should be incarcerated. But he wasn't incarcerated because Democrat District Attorneys feel it is racist to put a black man behind bars regardless of the crimes he commits. As a result of this mindset, Mr. Marsh was free to douse his 26-year-old girlfriend, who happened to be 6½ months pregnant with twins, with gasoline and [light her on fire](#), leaving her with 3rd degree burns over 60% of her body. She remains in the hospital's Burn Unit and it is not clear the unborn twins will survive. Now, what happened to Mr. Marsh after he committed this latest horrific crime? Was he incarcerated? Sort of. After he was apprehended, he was given bond of \$50,000 of which he only had to post 10% (\$5,000) to regain his freedom, which is precisely what he did. Think about that. It cost him a mere \$5,000 to regain his freedom after attempting to murder his own girlfriend and unborn twin babies and causing severe, unimaginable suffering for this poor

woman. And all because Democrats in power believe that, even now, he deserves his freedom. Still think it's smart to vote Democrat?

- **Winston Glynn**, a 30-year-old resident of New York City with a very long rap sheet was not incarcerated because, again, Democrat DAs consider it racist to put criminals behind bars if the criminal has black skin. So Mr. Glynn decided to add to his rap sheet by robbing a Burger King. While the beautiful young lady, 19-year-old **Kristal Bayron-Nieves**, was struggling to open the cash register she was ordered to open, [Mr. Glynn simply shot her dead](#). Why was Mr. Glynn, a very dangerous thug, even allowed on the streets to commit such a crime? And why did an innocent, beautiful, promising 19-year-old woman have her life taken from her? Simple: because Democrat lawmakers, judges, and DAs believe it is better for a white woman to die than to commit what they imagine is racism by putting a black criminal behind bars. Still think it's smart to vote Democrat?
- Here in Los Angeles, a very twisted, disturbed, perverted man known as **James Tubbs** was two weeks away from his 18th birthday. In a pre-birthday celebration of sorts, he walks into a bathroom at a restaurant and encounters an innocent 10-year-old girl alone. What does he do? He violently grabs her by the throat, forces her into a stall, and begins sexually molesting her. He gets caught. He then decides, magically, that he was in the ladies bathroom because he is, in actuality, a female, which is a lie. But he senses that lie might benefit him due to the confused zeitgeist of the times, and his instincts prove true. Enter far-Left District Attorney **George Gascon**. Because the monster is now claiming, after the fact, that he is transgender, Mr. Gascon is more than happy to predate that anomaly and assume James Tubbs was transgender before he ever attacked that girl in the bathroom. So what does Mr. Gascon want to do now to James Tubbs, who has conveniently changed his name to Hannah Tubbs even though he looks exactly like he has always looked – male in every way, even sporting facial hair? George Gascon wants [leniency on the monster](#). Mr. Gascon, a proud Democrat who does not care one whit about the victim, wants to subject many more female victims to James Tubbs. Mr. Gascon has decided to incarcerate James Tubbs in an all-female Juvenile Detention Center for two years, a detention center where most of these female residents are under the age of 18. James Tubbs is now 26. Still think it's smart to vote Democrat?
- More on George Gascon. In a different case, a 21-year-old homeless man named **Simon Lopez** committed a litany of crimes in the San Fernando Valley, including [kidnapping, domestic violence, raping a minor](#), and outstanding warrants for his arrest. Yet DA George Gascon recommended ZERO BAIL for this monster because Mr. Gascon doesn't like crowded jails. He'd prefer your children be crowded by a rapist. Still think it's smart to vote Democrat?
- On the other side of the country, in Burlington, Vermont, Democrats who are part of a group that calls themselves the Vermont Racial Justice Alliance banded together to [defund the police](#) of that college town. And what was the result of that move? Burglary, vehicle theft, and overdoses are now commonplace. Now they want the police to come back. But it may be too late. Still think it's smart to vote Democrat?
- In Houston, Texas, an 80-year-old woman named **Rosalie Cook** was walking to her car after purchasing some birthday cards at a local Walgreens. The intended recipients of those birthday cards would never receive them. Enter **Randy Lewis**, age 38, a black man with a criminal record that involved over 60 separate arrests. Mr. Lewis threw Rosalie Cook to the pavement and then pulled out a knife and [stabbed her to death in broad daylight](#). Why was Randy Lewis, a deranged psychopath with murderous tendencies, even out on the streets? Again, because Democrat lawmakers consider it racist to have a black man behind bars, regardless of how dangerous to society he is, so they allowed him his freedom provide he

come up with cash bail. Ms. Cook is one of at least 156 people of Harris County who have been murdered in cold blood since 2018 by criminals who are free thanks to radical Democrats who do not believe murderers should have any jail time. Still think it's smart to vote Democrat?

- In Austin, Texas, Mayor **Steve Adler** and Council Member **Greg Casar** (the latter is now running for Congress) decided it would be [smart to defund the police](#). And they did. As a result, Austin set a record for homicides with 89 that year, when the previous record was 59. In addition, sex offenders in Austin who have to wear an ankle monitor often remove them and throw them in the trash with no consequences due to a shortage of police officers who are no longer in the program that monitors sex offenders. One terrible consequence of this was that a sex offender named **Ronald Christopher Martin** was able to get away with raping an autistic teenager. Mr. Martin is one of several hundred sex offenders in Austin that are no longer being monitored. Still think it's smart to vote Democrat?
- Back to New York City. The new Mayor, a Democrat named **Eric Adams**, ran his campaign claiming he would be tough on crime. Yet the moment he was sworn in, [he revealed his true colors](#) and indicated that he supports legislation passed by a corrupt city council that allows non-citizens – people who are here illegally – to vote in local elections. Mr. Adams is just as lawless as any of the Democrats that voted for this lawless policy. Still think it's smart to vote Democrat?
- Again, New York City: the people of Manhattan voted in a new District Attorney named **Alvin Bragg**, aptly named because he regularly brags about decriminalizing crimes such as prostitution (hmm), marijuana possession, trespassing, and resisting arrest. In other words, if you are a criminal and you are loitering on someone's private property (trespassing), and the police come to arrest you, it is now permissible to resist arrest, perhaps run away, elude the cops, and then come back to your original spot and break the law further by loitering on that same person's property. All of this is endorsed and countenanced by [Alvin Bragg, a lawless thug](#) who somehow became the DA of Manhattan. Still think it's smart to vote Democrat?
- Re. Covid pharmaceuticals: the FDA, under the guidance of the Biden Administration, imagines that race matters. Therefore they have issued guidelines suggesting that black people should be given top priority over white people in receiving needed medications to treat Covid-19. States like New York, and, surprisingly, Utah, have agreed to place black people at the front of the line and white people at the back of the line. This comes from classic Democrat thinking, which is [thoroughly racist](#). Still think it's smart to vote Democrat?
- It is common knowledge that most of the colleges and universities are run by Democrats, which is why they have become so radical. In North Carolina there is an institution known as Western Carolina University. Students there are treated to a load of horse-manure trying to pass as education, including racist indoctrination that, ironically, labels the students racist if they claim they don't see color when they look at another person (in other words, if you claim race doesn't matter to you, that makes you a racist). Or that calling America a "melting pot" is racist. Or that setting up segregated spaces is not racist (which is precisely what it is.) One of the presenters of such nonsense, a black woman, claimed that she is too frightened to stop her car in northern Georgia because she is black. This led to a conversation on what she called PTSD – [Post Traumatic Slave Disorder](#). Pure poppycock. Still think it's smart to vote Democrat?
- President Biden's so-called Build Back Better policies have [had a harmful effect](#) on the economy, and has caused inflation to rise. As a result, everyday Americans have found that many food products are significantly rising in price. Coffee, mustard, macaroni-and-cheese, cookies, soup, you name it. Some food prices are expected

to rise by at least 5% in the first half of 2022, while meat, poultry, fish and eggs are increasing almost 13%, with some items expected to go up by more than 20%. The Labor Department said the consumer-price index rose almost 7% from one year ago – a staggering figure and the fastest pace since 1982. Still think it's smart to vote Democrat?

- A recently leaked video shows federal contractors, under orders from the Biden White House, have to utilize [secret charter flights](#) under the cover of night to transport illegal aliens all over the U.S. and to keep the records of such flights off the radar (pun intended). There is no vetting. There is no Covid-19 testing. No criminal background checks. Just a very secret operation run by the Department of Homeland Security. Still think it's smart to vote Democrat?
- Finally, a personal story, one that is actually quite minor compared to the stories above that involve violent crime. Recently I was having dinner in a local Cheesecake Factory restaurant in southern California. Upon being seated, the waiter handed me a printout. It resembled a receipt. It contained a listing of 75 specific menu items they could not serve that evening because they were out of the ingredients needed to make them. My dinner companion and I ordered different chicken dishes which were not on the list. About 10 minutes later, the waiter came back and informed us that the restaurant has, in the last 10 minutes, run out of all chicken dishes completely. While the Cheesecake Factory has a relatively large menu with lots of selections, as it happened, they were now out of almost everything. We had to settle for the scant few items they still had ingredients for, and the choices were minimal. Now why did this happen? It happened because of President Biden's economic policies. His policies have resulted in serious backlogs in the supply chain. In terms of logistics, we are not much different from the former Soviet Union of the 1980s where unneeded products sat in warehouses spoiling, while much needed products were simply unavailable due to the inefficiencies of government interference with the supply chain. Still think it's smart to vote Democrat?

Again, elections have consequences. Keep that in mind when you go to the polling booth next November.

* * * * *

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

Shameless Plug

Norwood to Offer Business Course

it will be my honor to teach a couple of 16-week business courses at College of the Canyons in Valencia, California beginning next week.

The first course will be offered twice a week, on Monday and Wednesday mornings for 80 minutes each day. This will be in a live classroom setting.

The second course, covering the same content, will be offered online in a live webinar format, on Tuesday evenings, also for 80 minutes.

Both courses will cover a wide range of topics, including economics, leadership, entrepreneurship, business acumen, execution, management, sales, and future trends. We will also examine the contributions of such luminaries as Thomas Sowell, Stephen R. Covey, Ray Dalio, Marcus Buckingham, Peter Drucker, and others.

For more information, you can visit the COC website by [clicking here](#).



From Ara's Journal

On Inner Peace

*"These things I have spoken unto you,
that in me ye might have peace.
In the world ye shall have tribulation:
but be of good cheer;
I have overcome the world."*

Jesus Christ
(John 16:33)



The world can be a tough playground.

There is so much turmoil and chaos out there, that it's difficult to avoid being sullied by it. None of us seem to be spared the buffeting that beats people down and wears them out. While some of us manage to avoid and evade some of the more extreme aspects of life's challenges, no one can avoid them indefinitely. No one is immune to heartache, disappointment, betrayal, or attack. Some people are just plain mean. Some are rather cut-throat. Some see life as a zero-sum game and their intent is to harm others and prevent them from tasting success.

Yet, with all of that being true, there are certain people who seem to maintain their composure most of the time. How do they do it?

I suspect a part of the secret to their success is they keep things in perspective. They understand that life has disappointments. They also understand that life has much that is wonderful and joyous. They tend to keep the blessings of life in the forefront of their minds so as to act as a buffer to counteract and dilute the effects of the more discouraging aspects of life.

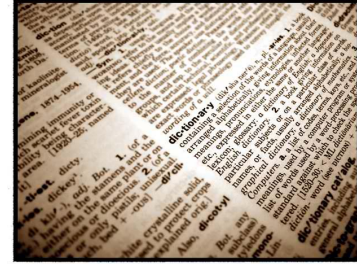
I further surmise that they look to positive role models as reminders of how to face life's dispiriting aspects with dignity and poise. Such role models may be strangers to the rest of us, relative unknowns lurking in the shadows of the world's stage. Other role models may be very famous and well known by the masses, perhaps even as famous as the Person I quoted in the epigraph above.

Quaff

Building Your Power of Expression

Quaff, v.

Pronunciation: kwäf



Meaning: To quaff is to drink heartily, especially with reference to an alcoholic beverage.

Usage:

- *He quaffed pint after pint of good Berkshire ale.*
- *I am thirsty, and intend to quaff spirits until my thirst is quenched.*
- *He did not merely have a swig, he quaffed down the entire bottle.*

New subscribers, the Special Report "11 Ways to Beat the Odds" should be in your In-Box within 24 hours from the time you subscribed. If you have not received it, please communicate that to me via email (ara@aranorwood.com)

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

Sincerely,

Ara Norwood
Leadership Development Systems

[Visit our website](#)



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

[Unsubscribe {recipient's email}](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by ara@aranorwood.com powered by



Try email marketing for free today!

