

# Uncommon Sense

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Issue #272

November 28, 2022

I certainly hope you had an enjoyable and memorable Thanksgiving celebration last week.

Have you noticed that some people have thin-skin? Have you encountered people who seem a bit on the hyper-sensitive side, finding reasons to be offended quite readily? The **Self-Development** column provides a useful case study on that matter.



**The Elephant in the Room** column takes a close and unfortunate look at the Mecca of American Progressivism (actually, Regressivism) and outlines their latest perverse shenanigans.

The longer I live, the more I am struck by the vast numbers of people who seem to have it together professionally, but who have deep personal struggles. The **From Ara's Journal** column explores that.

The English language is bursting with wonderfully expressive words, and **The World of Words** column shines a spotlight on yet another stellar example of a word that should be a part of your ever-expanding vocabulary.

OK, let's get started.

Ara Norwood

### The Suicide of Hypersensitivity

As a business consultant, I am often sought out to provide my perspective to people who need help with this or that quandary they are facing. Because I am now at an age where I have experienced a lot of things in the business world, and I have gained a certain amount of expertise in various fields, I am positioned to give concrete advice and instruction to people who can benefit from my insights.



One of the areas in which I have developed a winning track record is in the field of career counseling. I happen to know a great deal about the following:

- Figuring out your career direction
- Crafting a winning résumé
- Orchestrating a job search campaign
- Preparing to shine at a job interview

I have actually written eBooks on several of these subjects, and I have counseled dozens of clients on these topics which has uniformly assisted them in their career development.

Now, with all of that as a background, I find it interesting that I was recently approached by two individuals at two different times in the past month. Both are women who were seeking to improve their careers. I know these women very well. The first is grossly underemployed. She has a job that does not utilize her skills, which are considerable, and she is woefully under-paid and is seeking a specific job that will not only pay more but will tap into her vast skillset. The second is an uber-brilliant, and highly educated woman who has been out of the work force for quite some time raising her children, and is now at a place where she can go back into the work force part time. Both women wanted me to evaluate their résumé.

With the first woman, I noticed that her résumé contained a list of bullet points under each of her previous jobs that were worthless. They suffered from a trend that many résumés suffer from, namely, they listed bland activities that were engaged in on the job rather

than actual accomplishments. No experienced hiring manager finds any of that pabulum valuable, and they instantly discard such résumés as a waste of time. And I explained that to the first woman.

Her reaction to that was unfortunate. She got angry. At me. She became defensive and disrespectful. She retorted, "You know, Ara, you don't know everything!"

Of course, she was stating the obvious. No one knows everything. But I know a lot more about effective résumés than she does, which is presumably why she came to me in the first place.

In other words, she took my comment about the lack of value of her bullet points as a personal attack on her, a smear campaign that she imagined was intended to ridicule her personally. She didn't wait to find out how to correct the problem. The work session we were in broke down then and there. She was in no mood to continue.

By contrast, I saw the exact same problems with the second woman's résumé. This is not surprising as I see such problems in about 98% of the résumés I analyze. But this second woman listened intently to my advice. She took the time to hear what I had to say about a solution to the problem, something the first woman never got to. The second woman made the necessary changes to her résumé.

And what was the net result of all of this?

Hypersensitivity obliterated the first woman from solving a serious résumé problem she has. It is doubtful she even applied for the dream job she had targeted. If she did, she went with a mediocre and sub-par résumé which would have ended up in the circular file. She is stuck in her present job that is unfulfilling and paying her a very low wage.

With respect to the second woman, I have no doubt she will land a great job as a result. She was not hypersensitive. My comments about her bullet-points may have pinched her a bit. But she didn't allow that pain to cause her to become defensive, or argumentative, or incendiary. She listened to an expert who knows whereof he speaks, and she took his advice to heart.

Being hypersensitive when getting business advice (or life advice) is counter-productive. In fact, it's suicidal (in a metaphorical sense). My suggestion to people is this: don't seek advice from those who have expertise unless you are prepared to hear some hard truths. Humility can go a long way in swallowing hard, embracing difficult truths, and

then acting on them to improve. Hypersensitivity is a sure road to unmitigated disaster.

## The Elephant in the Room

### San Francisco's Latest

Just when you thought San Francisco couldn't sink any lower in promoting perversity, they are now going to pay transgender people money -- reparations really -- for being, . . . transgender.

Known as the G.I.F.T. program (Guaranteed Income for Transgender People) it will start out as a pilot program and will pay 55 residents of San Francisco County \$1,200 per month as a reward for being Trans.

However, you need to understand that there are many variations within the Trans community. The application one must fill out, and you can [access it here](#), lists more than 100 types of trans identity. Examples include the following:

- Sistergirl (Is that someone who identifies as her sister?)



- Man (Wait! I think of myself as a man. Am I transgender and don't even realize it?)
- Genderf\*ck (Hmmm. . . Not sure what to make of that.)
- Multi-Gender (What is the upper limit on the "multi" part?)
- Gray Gender (Is this for people over 65?)
- Bakla
- Dillbaa
- Ninauposkitzipxpe

Regarding Ninauposkitzipxpe, don't worry about what it means. (It's not in the dictionary). It may not mean anything. It may just be a bunch of letters thrown together after shaking up a box of random Scrabble pieces. Pretend that is you and you could be earning some extra money each month.

They also ask you to fill out your sexual orientation, one of which is labeled T4T, which stands for "Trans for Trans" -- I'm thinking that's a situation where you have a man who thinks he's a woman wanting to have sex with a woman who thinks she's a man. They sort of cancel each other out.

Now, if you live in San Francisco, and you could use an extra \$1,200 per month, and if none of the labels they have dreamed up apply to you, my advice is that you tell them you are Plasmofetusuliosexual. That doesn't mean anything, either. I just now made that up. Has a cool ring to it. It's not on their list, but knowing the San Francisco officials, they will almost certainly honor it, and will be overjoyed to have discovered yet another new strange perversion to add to the list.

\* \* \* \* \*

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

## **From Ara's Journal**

### **Sad Secrets**

I have been richly blessed to have amazing people I count among my friends. I am truly in awe of these men and women who span the globe who have allowed me into their life.

I was the recent recipient of some private and painful disclosures by one



of my friends. She is someone I look up to with profound admiration. She has a professional presence online and does impeccable work in her chosen field. She is truly a marvel to behold.

It would be easy to imagine that her life is perfect. It certainly seems that way from the outside. But alas, like the rest of us, she shared with me her painful moments of doubt and frustration. It was humbling for me to hear of her very real struggles. I had no "advice" give, per se, only to let her know that I feel her pain and that I care.

I suspect that if we were fully aware of the pain and the plight of those around us, we would be quite surprised at what other people have to face, and the burdens they carry around with them.

Knowing this, it causes me to look at people a little differently. It makes me realize that we are all in this together. We need each other. We need to support each other.

## The World of Words

### Archetype

#### Building Your Power of Expression

**Archetype**, n.

**Pronunciation:** àhr-ki-tahyp

**Meaning:** An archetype is a very typical example of a certain person or thing.



#### Usage:

- *The Book of Mormon is a perfect archetype of the genre of sacred literature.*
- *He was the archetype of man against the darkness, the lone grappler, who against the odds comes out a hero.*
- *Oprah has become the archetype for a certain strand of TV; the confessional, self-help based talk show.*

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](mailto:ara@aranorwood.com))

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