

Chapter 2

Disraeli: “A human being with a settled purpose must accomplish it. Nothing can resist a will that will stake even existence on its fulfillment.”

Every leadership decision has a positive darkside element to it. Every action you take has both a ying and a yang to it. To be conscious of this is the goal.

When you look at an organization, it functions like an organism with a body and soul. Each organization has a divine purpose. As a positive darkside change agent, your job is to help the organization define its purpose – its Vision and its Goals and then work to transform the organization from where it is now to where it wants to be. To do this you must help define not only the light good aspects of the business but the positive darkside that has kept it alive.

The whole world is based on a union of opposites. To have one you must have the other. In order to make significant organizational change a leader must have a well integrated Positive Darkside. The Positive Darkside leader then applies this philosophy to each decision he makes to move the organization forward. You are constantly shape shifting the organization forward and beyond. You are asking people to improve but not stopping when they don't. Within making this change you consciously recognize that some will win and some will lose but that the end result will be better for the whole than the immediate costs, devastation and losses.

There is a secret to why the organization exists versus its competition and your aim is to find it. You then help the organization discover how they can put the most hurt on the competition and how to tie your customers to you so tightly that they cannot leave. You must create in the customer a positive addiction that is never satisfied. Create barriers that cannot be crossed. Find those secrets that no one knows but must be found. This is the real reason for defining the organization's competitive advantage and core competencies. Under the surface we are discovering these un-truths.

We are moved by unseen forces. A battle exists deep below us by forces we know are there, but cannot touch. A business today who does not know how it will crush future and current competition lives a questionable existence. Part of the reality of a decision is that there will be both winners and losers. You are the God and Goddess of your fate. You begin, as a leader to see the types of people who are really needed in your organization to move the company forward.

While you have a great team now, you are already hiring their successors. To bring in better quality people many times necessitates that others be dropped from the company. This is dark, since you may have already made promises to those who are being moved aside that they would get a bigger piece of the pie.

In your studies, part of strategic planning, if we speak of it bluntly, is to learn the way that your company can destroy and devour the other competitors around you. As leaders of people we must Inflict Damage or Kill our Competition.

My great mentor Doug Hood argued:

Negative realities breed accomplishment.
These make you react.

When you are about to be attacked and eaten by a tiger you do not want to have positive feelings – of joy and tenderness.
Negative things like these force you to react.
When you are angry you react.
When you are in fear, you react.
These “negative feelings” are driving, motivating forces that are correct responses to the desperate situation of the tiger’s planned attack.

Thus whenever making a decision, allow, like someone with a personality disorder, to consider all angles. What is the light and the positive darkside nature of the decision? All decisions you make should create pressure points in favor of your company and your natural position in life. Here you are manipulating consequences. You are looking ahead.

You build great nations, cities and companies by including Positive Darkside power in your decision. Great things rarely come from only the nice and the kind. Virtue can be the blade of a knife and atom bombs exploding -- cutting and true. Our actions are as large as the blood that flowed by them. We Americans enjoy Indian’s land and consume the death of plants and animals daily. Then we go gamble at Indian owned casinos.

As a leader you have many great decisions to make. No one had to dance in a more positive darkside arena than Abraham Lincoln as he sorted out the great problem of keeping the Union united. In poetic pose, Carl Sandberg told of Lincoln’s decision making style that had to consider all the light and dark opinions around him during our nation’s most trying times: “Surrounded by all sorts of conflicting claims by traitors, by half-hearted, timid men, by Boarder State men and free statesmen, by radical Abolitionists and Conservatives, he has listened to all, weighed the words of all, waited, observed, yielded now here and now there, but in the main kept one inflexible, honest purpose, and drawn the nation-ship through.” (find original quote).

The muddy black swamp of Northwest Ohio below Lenawee county is filled with blood and positive darkside victory through decisions of our founding fathers. The Black swamps of Ohio gave birth to Indian Nations who refused to surrender; led by Great Chief Tecumseh and his brother The Profit. Generals, sent by Masonic President George Washington were destroyed and decimated by the circular Indian chiefs who killed thousands of white men. Our great 1st president George had to decide how to take over Ohio from the Indians in the late 18th century. With these rounds of defeats Father Washington sent his reliable General Anthony Wayne --- **Mad** Anthony Wayne, gout and all with expectations of full battle.

General Anthony Wayne had a unique solution. He impressed the Indians with his organizational and disciplinary might by building Forts across three states. General Wayne had a clear understanding of the weaknesses of his competition and his own core competency. He also

debate amongst the historians. You raise taxes to get rid of the old residents. You say goodbye to the unions to welcome innovation.

How do you build Las Vegas? The birthplace of Sodom, Prostitution and Sin? You go and it is amazing, it overwhelms, we embrace Gay Love where you do not know if it is a boy or a girl. What is Las Vegas's roots but Mob investment money? What is your roots but the massacre of Black people (maybe your blood line was the African Kings who sold their people). Certainly you will find Buchele's who were SS officers in Germany related to me. Jimmy Carter unafraid to say that maybe the Jews in Israel are not totally pure. Like the Bugsy Malone movie there is a point where you prove you are more insane and psycho than the other person and win them over with your power so he is less than you. (As Governor Grahnholm did to DeVoss). You are the true source of power and he realizes it and bows to you.

The ultimate decision must be clear and sharp. It is the charge that never stops. General Grant marched 24 hours a day with 2 hour fall down rest periods while the southern Generals camped out for 10 hours between marches and prepared for day battles. Each action, each decision you are making is to support 20 years from now. As we fight in the Middle East at least we are learning how to deal with suicide bombers. Your mantra and focus is on a decision with an eye towards 10 to 20 years from now (as Toyota's plan for full victory really started in the 1960's). While people naturally sit back, and say it is happening, you are already working on the next phase happening. In this orchestration, how can you have a company so co-dependent in its offerings that many of your key people will never leave you?

There is a great Positive Darkside to strategy. Discovering our core competencies is a large cannon. When you know the secret of your success you are Wal-Mart, McDonalds, Rod Stewart and the Dalai Lama. You become the Catholic Church and go to the Synagogue. When you embrace your darkside, you run the entertainment industry and make billions on people who think you are going to hell. You quietly own New York while Trump tries to prove his length. Any company that succeeds has an integrated positive darkside. From the bike retailer whose core competency is fixing the bikes that customers originally bought at Wal-Mart (their core competency) to Wal-Mart who provides these bikes to buy at under wholesale prices 24 hours a day. Your core competency, that which you must use with great gusto is your positive darkside. Everything that exists must have a weapon.

Take advantage of your competitors mess up's and incompetence. Their mistakes are not your responsibility. From our pain comes our success and victory. Make your business into a mission. Recognize that you need to be totally dedicated to the world movement. You are part of a movement in whatever you do. Commit and recruit other people's lives to this movement. Remember, that most people are in a very scary pure unconscious state. It is hard to trust them since their dark side is unconscious. Love your crooked neighbor with your own crooked heart.

Let us get out of the falsity of our fronts. Most owners get satisfied. The few that don't go insane ***or*** they embrace their Positive Darkside and make use of all tactics to make it work. I often tell my clients, I am like an Octopus or the Alien in the movie Alien. Once I get inside your body and your organization to get me out is to pull your organization's heart, gut and innards out. The Positive Darkside of the Tao shows itself by not acting. The Tao advocated instead waiting and waiting for the enemy to move and show his plan. Like China and Japan does daily with us. Emerson: We need to honor our enemies for they will at least tell us the truth about ourselves. Where our friends will be just polite.

All creative people have the ability to dance in the cosmic circle which spins around and around the walking heads who hate but cannot catch them. Together, let us dance the four corners to and fro with daggers that tear the soul out of the walking dead. This plane of reality cannot be touched by the walking heads who are smashed in the end crushed and turned to stone because they destroy creativity. Heads are exploding.

You exist for a reason beyond eating and pooping!!!! What is it???? What is it?????? What then is your positive darkside strategy? What are your fangs???? Mine is that 60 plus males want to spread their wisdom and will do so for free to buy immortality. The endless flow of people who have been screwed in past jobs and are sick of it; they want to work in a new situation with someone that truly supports their unlimited potential. Local cell phone companies could not yet afford retail outlets so they offered \$100 per cell phone to any store that would carry them and then reduced the commission to these stores as they built retail outlets with their own staffs.

Mastermind Consulting Network is a shape shifting organization. The fact that I'm going to help your company prosper means that, in this current economy, someone else's company will fail (or many). Thus I am awaking one company and putting another to sleep at the same time. The business owners and his leaders new role is to make something out of nothing. Thriving on chaos is the true word of the day. The role of the business must be to crush the competition. Our new economy and world position will not allow us to sit around anymore waiting for things to get better.

By law of nature: You oppose me, I will crush you!

Discovering your, your family's, your companies / organizations, towns Positive Darkside
The world talks without speaking.

Think:

- What is your Positive Darkside Plan?

- What is your company's or your life's creative PD Power?
 - a. Study your life. What is its Positive Darkside?
 - b. What is the dysfunction that makes it work?
 - c. What is the hook that fuels it with energy?

- How can you multiply your positive darkside power through others?

- How can you intensify your Positive Darkside sexuality that radiates from your very core?

- Your Positive Darkside intensity.

- You PD ability to form co-dependent relationships.

- You PD ability to be the seducer that runs away.
- Your PD laziness.
- Your PD ability toward action.