

INTRODUCTION:

In order to make significant impacting change a leader must have a conscious Positive Darkside. *The Positive Darkside of Leadership* is about integrating the body and soul of a person and an organization to achieve their divine purpose.

The great Napoleon Hill researched for twenty years what makes leaders successful by studying successful “uneducated men” such as Henry Ford, Thomas Edison and Andrew Carnegie. Through his research he came to important conclusions in his Law of Success book. Hill, originally a devotee of American Philosopher, Ralph Waldo Emerson, concluded that successful men are “over sexed” and have the ability to get men of greater minds than them to help them in a “Mastermind” by connecting to “unseen forces.” With the clarity of a laser beam, this original material was mystical and unrestrained.

The father of our success movement Napoleon Hill, while doing some good pure research on what makes people successful, later saw his work go down a road split between good or evil thinking. His writing then became somewhat corrupted by too much Norman Vincent Peal (author of “The Power of Positive Thinking”) influence which seemed to stress only developing a “Positive Mental Attitude” as the path to success. While positive thinking is a wonderful tool, it does not itself in the reality of life feed the soul nor bring lasting results. This positive thinking movement then lasted for many decades and basically argued that the road to success is simply a positive light seeking state of mind. On the other hand, our business schools have also provided wonderful tools to increase business performance but tend to make success too analytical.

This book will show that any company or individual that succeeds has an integrated positive darkside and that every leadership decision has a positive darkside element to it. The *superman*, controversial Philosopher Fredrick Nietzsche heralded, is now the same as the new world business owner who embraces his positive darkside. In my 20 years of management consulting, I have found that companies and governments are born in dysfunction, alcoholism, incest, murder, physical fights, ulcers, stealing, fraud and other things not ever talked about. Part of the driving force of companies are *these* things, what we might call the crimes of the mother and father. It is best that we honor this side also and its devouring nature.



Left to right: Fredrick Nietzsche and the woman in his life: his mom. Carl Jung. Napoleon Hill at a young age when he was studying successful men and feeling very unsuccessful. Ralph Waldo Emerson whom me and my mom love.

We spend a majority of our time projecting our darkside on others. The obsession with a decent part of society is “What makes bad things happen?” “What is the cause of bad things that happen?” You see this debate in the media, the churches and in many government and academic studies. The basic idea is that if we can cut out the bad, in many cases we will have only good. Most of this effort hurts more than it helps in that it tends to lead to more and more gloom and doom thinking where things seem to be getting worse and worse.

All around your town, in your family and in the government, the positive darkside exists in the constant spinning symbol of the ying and yang. The original philosophical path, lead by Ralph Waldo Emerson and continued through Nietzsche and Carl Jung, had no difficulty supporting the value of the positive darkside. My task with The Positive Darkside is not only to acknowledge our shadow, but also show positive uses every hour for it –based on virtue.

To survive and prosper in the 21st century there is a need for less idealistic America that accepts the darkness of ourselves, other nations and religions. We will not beat the Jihad fascists until we embrace and vocalize our own and our enemy’s positive darkside. American capitalism, The Declaration of Independence, Constitution and Bill of Rights is a vast system that seems to be multiplying itself throughout the world. 21st century Capitalist America now struggles with the world economy in a model that we originally created. America competes like naïve children who expect fair play and are astonished when the rest of the world does not play fair. If we do not surrender to our own soul instincts, we are doomed in world markets and world wars.



Our virtuous war on Terror.

“The Positive Darkside of Leadership” is a *philosophy for the new age of world capitalism*. Through it, let us too come to a consciousness about what has happened. America must stop being too idealistic, stop allowing people to talk about how it’s ok to kill us. We must also stop being too nice concerning issues that are paramount in our own country. We will not win the war against these forces until we are able to deal with the darkside of these forces, make hard choices as conscious adults, who are both light and dark, and question the “unending” principles that we are not supposed to question.

Anything that excels has an underlying positive darkside pattern. In my years of consulting, I have found that companies and individuals are archetypal / mystical systems where pure potentiality can be ignited. The purpose of this book is to unleash purposefully the archetypal – mystical power in each person and company – their full grandiose stature. I want the Positive Darkside of Leadership to be something that few have ever read, but all great leaders know. I want it to be a manual for all the world's aspiring leaders.

This book is not for those who have already integrated their light and darksides. If you are already naturally “evil” in your personality God Bless you and maybe you can help me learn. Thus Bill Gates, Bill Clinton and Dick Cheney will not get much out of this book. I for one, have always been too much in the light. For many years of my life I have been known by my family as the Prince of Donagall – the shining flying boy who could do no wrong – in fact that is what I based my young life upon – virtue and doing no wrong – supporting many causes that I felt were just. Part of this journey, is admittedly my own self discovery – much of my own key ah-ha's.

The benefits of all this are numerous and varied.

- Utilize the positive darkside to relate that while you as a leader are mission oriented, you can at the same time be lazy.
- That while you have faith and dedication to your beloved you too have incurable lust.
- That while you are confused and have no real answers, so are others in the same situation.
- The Positive Darkside keeps you in an ok state because we are never truly ok. We are never ok since *the goal is not to be whole but torn.*
- The philosophy allows you to constantly regroup since you are not forming endless opinions of others and situations – all you need do is stick to your positive darkside virtue which is both light and dark. You don't spend your whole life judging.
- It allows you to be a leader in chaos and muck and feel ok about it. You get out of constantly beating yourself up. When you accept yourself and others as human, you get out of the feeling that the republican or democrats or politics or capitalism are evil. This provides a great freedom from constantly taking a position and opens up the heart to humanity.
- It lets you take a different view as a leader of what motivates people – what makes them tick. It may be a part of the self actualizing process that Abraham Maslow outlined so well.
- It allows you to see how to take yourself from one end to another and get the results you need -- groveling in the mud of life – enjoying it all the way. You accept the problems of the world as the problems of *your* world. It lets you accept your own beauty and your own wealth.



A old tree by the river Raisin in Monroe which looks like the Chaos and the Muck

I hereby proclaim a philosophy that is directed to current and future leaders to understand, internalize and make use of in real results: **WE ARE PHILOSOPHY IN ACTION!** This writing is not addressed to academia, the educated or moneyed classes or for the simple purpose of intellectual masturbation. What I am calling for here is that we acknowledge and **practice the other half of the reason for our success:** our own positive darkside. What follows, with the benefits of quotes of the masters I have come to love, is a primer on the positive darkside - uncensored and on fire for the 21st century.