

Chapter 1

Ralph Waldo Emerson: *“We do not see that virtue is height and that a man or a company of men, plastic and permeable to principles, by law of nature, must overpower and ride all cities, nations, kings, rich men, poets who are not.”*

William Shakespeare: *“This world of darkness, I am in it”*

“It will become all one thing.” – A. Lincoln.

Life is a panorama of feelings and experiences.

Both Light and Dark.

One begets another and then another.

There is no either/or. It is all connected.

From a violent rape to a miraculous birth.

At some point an Edison or a Lincoln arrives who later turns into a Charles Manson dancing into Hitler.

To take position on what is right or wrong is a waste of effort.

To be with it all is the goal!

To add something to society or to suck it dry.

All is needed.

To spend your life in prison or insane or brain dead or to save 1000's of lives and add to millions prosperity.

To celebrate your great history or to die unknown to all.

To be a key player or to have added nothing in the world *or added a little*, all is to be.

To create and destroy must be honored.

All is needed to create the interconnectedness in this dark and bright earth.

For too long, we have been split in an either/or world. Our society has taught us to see things as good or evil, right or wrong, plus or minus – - when in reality it is somewhere in between. As the father of a business client of mine once said, “We are in the world of the gray.” To accept this, you stop the feeling that we must be perfect, unnecessarily judging ourselves and others since no one is perfect.

This “World of the Gray” -- this *shade of gray* is the Positive Darkside. The Positive Darkside is the middle ground between being dictatorial and being *too kind*. The Positive Darkside is showing your fangs when it is appropriate... killing and eating when it is appropriate, using the gun when you have to, manipulating with great glee when it is necessary and virtuous. It is that side that sometimes thinks you are God. It is the side of you that does think evil thoughts angry thoughts, negative thoughts, and is able to recognize them – embrace them as yours and dance with them.



Flatlanders Sculpture in Blissfield: The world of the Gray

There is a fear of our own Darkside that runs deep because this line of thinking truly connects us to *all* of our soul. Carl Jung commented on our fear of darkness. “People will do anything, no matter how absurd, in order to avoid facing their own soul. All because they cannot get out of themselves and have not the slightest faith that anything useful could ever come out of their own soul.” My mother Joan used to tell me as a little boy that my father Luther “had a dark evil side”. Later in life I told him about this and he said “You know Royd, she is absolutely right.” This was a gift he and my mother gave me in that he was able to admit that he was not good or bad but both.

Most of the entertainers that we enjoy, dance with one foot in the darkside. One can enjoy a singer’s music even though the song may be laced with the influences of heroin, LSD, alcohol or amphetamines. Each of us has the capacity to be Hitler or Gandhi – Jesus or the devil. Rock pioneer Jerry Lee Lewis’s energy will live on in the universe – beyond time. In visiting his Nesbit, Mississippi estate you will see a large white fence that protects the property. While the Lewis estate has tried in vain to keep it clean and white it has been and will always be shockingly spray painted with odes to this great man who has truly let it all loose. It is Jerry Lee Lewis’s, Elvis’ and Johnny Cash’s (supported by visionary Sam Philip’s) positive darkside power that transmits a life force so huge that he can’t keep his white Nesbit fence from numerous spray painted messages or Elvis’ stone wall from its fan carvings. In this area between Clarksdale MS and Memphis TN where the blues met country a new absolute life was created --- a merging of black and white souls to create rock and roll. The late June Carter and Johnny Cash have proved that a hard life and dealing directly with your demons does not mean a short life but one filled with soul, grace and glory.

I am in Detroit, at age 41, shaking, dancing, crazed at the 2005 “Fuse In” Memorial Day Detroit Electronic Music Festival with my man “The Surgeon” and the Doggy Style teen dancers. Three rave girls (nymphets) circling around me – jumping like mad!! Lou Reed’s music seduces you into the positive darkside. Arrow Smith’s Steven Tyler saying “Drugs can kill you but honestly can be a great benefit in the creative edge.” You can feel this energy oozing from the core of your being and every pore of your body. As the Profit author Kahlil Gibran said: *“I sent my soul through the universe some word of after life to spell and by and by my soul returned and said ‘I myself am heaven and hell.’”*

Positive Darkside energy is used by all human beings to get where they want to go. Singer Tori Amos, in a November 1999 Pulse magazine interview, comments on the darksides of young girls who are supposed to be sugar and spice and everything nice. “I can be negotiating serious hardball for my work one minute, then the next I feel like I’m back on the playground at recess ready to put a grenade up some bitch’s ass. There are bitches in the third grade. The playground is the biggest war zone in the world.” The great mother in all forms has arrived. I am attracted to women with a negative attitude who want things because they simply feel entitled.

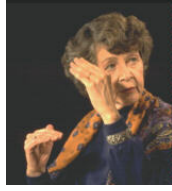
The Positive Darkside is applied to leadership, to your life and to your marriage. I am more and more enjoying my wife Renee’s darkness. I revel in my, Renee’s and my client’s dysfunction because that is where the wealth is. Your wealth is your insanity. Appreciate your wife’s Darkside and you will appreciate her brilliance. The tendency to be “Queen of the World” in your wife should not be subverted. For long term relationships, it is important to know and accept the positive and negative darkside of your wife, partner, friend, client and business associate as well as your own.

Why do I love and feel totally dedicated to Renee? Because the soul is not all light and must have the right to remain dark *on its own accord*. This is one of the main reasons George W. Bush (like it or not) won the second term as President. This was in part a scream, a message from the universal soul: “do not try to P.C. stamp out *all* that I am. “The hate inside me, the fear, the anti-gay bigotry, my feeling that Jews and women who abort are going to hell and me wanting the Bible in the schools is just as much a part of me as men loving boys and gays getting married in our churches.



Good friend Lee. He came up from the Virginia in the 50’s for work in Michigan.

“The new light and creativity always comes out of the Dark Side.”



- Marion Woodman.

As we celebrate our positive darkside, let us give **praise** to the value of extravagance, excess and opulence. There is greatness in dreams that are too large as well as risks that are too big. Too often, as leaders, we hold ourselves back from our real dreams, feelings and concerns for fear of being too grandiose and inflated. As a positive darkside leader you will be encouraged to **bust the reigns**: Robert Bly urged men, in his book *Iron John*, to embody their “wild” characteristics of: “hot tempers, passionate impulsiveness, explosive emotions, leonine fierceness, tigerism, jealousy, sexual energy, hunting instinct, animal heat, fierceness, passionate spontaneity, excess, extravagance, animal hot bloodedness, passionate flaring.” Emerson said, “Somewhere, not only every orator but every man, should let go of all the length of the reins, should find or make a frank and hearty expression of what force and meaning is in him.” Burst out, be yourself – this is a part of the positive darkside.

All successful people I know have at least one foot in the darkside. I am impressed with Abraham Lincoln’s life in that he knew his grandiosity and he knew his darkness. In his marriage he knew he loved his wife deeply, could understand her madness – because he had craziness himself. He commented that he was both good and evil. Lincoln knew he was not heaven or hell, but both. He loved the southern slave states – showing his love by burning them to the ground and then ordering the Union Band to play Dixie (the same answer we gave to Hiroshima and perhaps the only answer for our Jihad fascists). Let us celebrate the great Middle Eastern culture while we destroy their fascist brethren. In winning, be totally obsessed to the point of craziness with your purpose. Everyone who has been obsessed with their purpose relates to the tortured nature of Vincent van Gogh. I, myself fantasize about opportunities and power.

Any successful venture in life, business or spiritual journey is colored with the shade of gray. Great company leaders have a certain craziness in them that is both joyful and terrifying. I have learned through being a consultant that many companies have had one foot in the face of bankruptcy or being shut down by the IRS. There is craziness in my own (Buchele) family that we need to be aware of but also celebrate. When the Buchele family gets together there is a high energy of love and shame present, an intense longing for success and achievement. Part of this may come from past events and part may be in the genes. The reality is there, no matter how much we may try to cleanse ourselves. It is more important to discover your giant, witch, manipulator than to falsely advocate your own kindness, vow of poverty and only being Mr. Nice Guy.

To change anything requires a positive darkside slap in the face. There is a moment of transformation. The first slap that wakes a person (or an organization) from their sleep, is as needed as the slap that wakes them from the womb. Carl Jung, said “Emotion is the moment when steel meets flint and a spark is struck forth for emotion is the chief source of consciousness. There is no change from darkness to light or from inertia to movement. Without emotion, consciousness can only exist through a continual recognition of the unconscious, just as everything that lives must pass through many deaths.” There is no gain without pain. You, as a change agent, are creating a spark that sometimes hurts. As you do this, you may need to increase the emotional temperature of the organization tenfold. In accomplishing this, I ask for nothing less than full possession.

As a positive darkside leader, my main role is connecting people to their infinite intelligence. Pure potentiality is what I release – the God Meth Crack that is already inside you. We help people discover their will to power -- their ultimate passion. We sell endorphins of the mind - mind high drugs that are naturally connected to God. The flood gates open to their spiritual side, insanity, madness and their evil side that wishes to crush and destroy. They become more aware of the virtuous strategic edge that they possess. This puts a spring in their step with an enthusiastic will to live. A relationship is formed between themselves and their wildish nature. In this work, my company is the maker of princes and kings.

Great Leaders are predated by great manipulation. The positive darkside leader understands that we should never be unconscious in our manipulation – we should constantly choose it. Here, your focus is on the atoms rearranging themselves. Here, good is occurring from bad. When you lose the fear of people leaving you, you become truly free. Our job is to help the organization define consciously the areas they wish to manipulate culture. My land is not my land nor is your thought or my thought truly our thought. There is just as much joy in the mechanical nature of the fire ant as in an organization who in a new age fashion is unconsciously eating itself.