

## ***Chapter 4***

**The successful leader understands that when he is going after something it is ok to utilize positive manipulation to get himself there.**

God I love the goals!!!!:)

The Birth of Possibilities!!!

God Bless the ugly and the beautiful who are unable to step forward towards their passion for I and others have great plans for their soul and their desires. The masses of people who have been mistreated in past jobs and are sick of it - they want a new situation with someone who truly supports their unlimited potential. In America we will have no other choice than to act or increasingly face a soulless death. I honor those who are unwilling to act on their own for they are destined to help those willing to jump into the chaos ... may they be attracted to their soul's desires or death by meth.

Can you manipulate with virtue in mind? Certainly you can choose to a certain extent how you are manipulated. I am manipulating you right now at this moment. Together we are manipulated by radio commercials, by TV, by billboards, by good-hearted bosses; you constantly manipulate yourself with your own mind. We can do this consciously or unconsciously. The very conscious woman says "Lie to me. Don't tell me the truth, tell me how beautiful I am in my world." Do people know if they are being manipulated? Does their soul resist it? When are we manipulating and when are we just being with the person? What is the difference between being and manipulation? People are afraid of scary words but let us define this "manipulation" on our terms: ***To manipulate is to consciously change another's perception.***

People rarely change by choice and their own initiative only. We are good at doing what we have to *but choice terrifies us*. In many cases the manipulation we received from government, mother and schools was to our benefit. To watch, listen, or read anything is to allow yourself, to one extent or another to be manipulated. American marketing is now created by endless focus groups of target customers that masterminds the best ways people naturally do and want things – these natural reactions are then put into products, services and their marketing for them. It results in great and terrifying things. The explosion of music on XM radio and the Internet, the death of down town businesses and the birth of Wal-Mart. We can these days mainline anything we want in a virtual world and many are still not happy. Things and experiences that people want naturally may not at all be connected to soulful work. When you have all you want on Satellite TV – why leave the house for the scary world? The purest form of manipulation, however, as a leader, is to help people figure out their own will toward power and goals.

As a change agent you are manipulating the culture and attitude of your organization. Most efforts of change are now tied into adding to or implementing wholly new systems throughout the organization. More and more it is being recognized that the key to a small or large business success is the correct system – measured down to the nth degree. Thus as a leader, much of your work will be to define the needed improvements, which are not being followed or needs to be reviewed. This is a large part of manipulating the culture and attitude of a company.

Part of this manipulation is making sure people understand what behaviors are unacceptable and then making sure they don't feel good when they continue to behave that way. Tracking of desired behaviors on a regular basis can be best. To discourage behavior, take them to a place they do not want to go again because next time they will follow the system. It is important to state the undesirable behavior that you see in the person and then ask the word "Tell me about it..." "Bob, I see you have been late to the past three meetings, can you tell me about it." This up front consciousness is very uncomfortable. You are helping them to feel the pain of their actions without accusing them.

On the other hand, one of the main tools of behavioral change is positive recognition for a job well done. This is also the key item on an employee survey wish list. "I just need to be told thanks, once in a while." The

positive darkside leader can use this basic human need to help shape his people and his organization. Create a womb for your people so they cannot leave. You are providing the milk of nourishment to 1000's of employees and customers by the magical systems created. A place for the nerd, workaholic and outcast. Provide them with fulfilled needs that no one else understands. Give them endless positive reinforcement that assures them the path they have chosen is the correct one. They leave and then they come back. "I went out of the womb and hated what I saw and how I was treated so I am back." Sooner than you think your associates start pushing you more forward than you push yourself.

There can be positive brainwashing and positive manipulation. Most self improvement authors choose not to talk of their darkside. A good relationship builds trust every minute. My associate, Art Brown once mentioned he rarely worked for a place that respected him for his talents. One of my clients who left Ford Motor Company said in his 30 years as a factory worker no one ever said "thank you." There is a death note in not honoring and listening to your people, for they will tell you what they want, what motivates them and what they most care about. Make it your goal to discover each of your people's will to power. Here you can ask people manipulative questions to get people to think about their goals. The point is to get them started to see if they can connect to the virtue and utter ecstatic joy of the source working through them.

Manipulation is not bad. The action of bringing up your children is an act of brainwashing. Are we not manipulated daily by our spouses, our job, our career and TV? The act of having a Vision is an act of manipulation. After the organizational Vision is defined people are forced to go inside themselves to see their own soul.

Keeping your people happy is a key form of positive manipulation. It needs to be a win win situation based on virtue. However, as your people get something from you, so do you get something from them. From the satirical book, The S – Man, "The genius has the imagination to make himself your slave. His fears are far greater than anything you can instill in him. The most significant part of that company is the idea man, the resident genius. Fortunately, the man of genius is both gullible and tractable: When a success drops back to lend the genius a helping hand—and offers, for the sake of simplicity, to go fifty-fifty for life—it looks like an act of

unparalleled generosity. It never occurs to the genius that he is entitled to more than 50% of himself. Don't shout at him or utter threats or tell him who's boss; you want your genius happy." Why this book and statements are shocking and disturbing your role, in working with others is to make each interaction as win win as possible so as not to work with wage slaves but those vested with you in gaining, one way or another, from your relationship. Understand that we are all products of spaced repetition. Some have simply had better spaced repetition than others.

The best and most honorable way to positively manipulate people is to ask them questions and then simply discuss the truth that comes out. You make statements that get people thinking and then ask them questions and step back. It is then all between them and God. Emerson said "Let us stun and astonish the intruding rabble of men and books and institutions, by a simple declaration of divine fact." By asking deep questions you bring up answers that have always been in the unconscious of the person. In this they can decide to act, either with you or in some other way. You do them a great favor by helping them connect their purpose and then, if possible, to your purpose. When they face the divine fact of their purpose their choice to improve or to join you in a real way becomes very clear – made stronger because it is truly their choice.

The Immortal Emerson suggested the value of getting information directly from the source: "We distinguish the announcements of the soul, its manifestations of its own nature, by the term – Revelation. These are always attended by the emotion of the sublime. For this communication is an influx of the Divine mind into our mind. It is an ebb of the individual rivulet before the flowing surges of the sea of life." What comes out when you accept your genius and say what you think is a commandment from the divine that cannot be resisted.

In asking and listening we bring out of the unconscious spiral, the answers to the laws that execute themselves so people can connect to their predestined passion, their power and their destiny. Their passion, dreams and infinite intelligence has always been there; with manipulative questions, the answers will come. It is our job to bring it out and then systematically see it through to implementation. In most cases, their passion is directly connected in some way to you and your company. *There is a reason you are both here!! Now the truth and the reason can be revealed!!* Two or more desires become united as one and give birth to each other! As master

motivator Paul J. Meyer once said: “Desire is the dynamic motivation behind every worthwhile purpose. Desire is the inspiration that keeps the flame of progress burning.” In this way, setting goals with people is a grand form of positive manipulation.

To be initiated is to be manipulated. Marion Woodman said “To me, life is a series of initiations.” I recall a time when two of my Uncles in Kansas took me, a teenage Ann Arbor radical to task as we debated capitalism versus communism. It was for me a very upsetting experience since they would not let up on their (unarguable) points in support of capitalism. They would not, as Kansas farmers, allow the ideas of the collective to be superior. I hallucinated all night as the room spun. In reflection, in Kansas, I was receiving one of my many initiations.

Once the new systems and behaviors are developed, refreeze at a new level. The refreezing process is a reinforcement of new behaviors that manipulates the new person and new organization to never move beyond this point. Reinforcing the behavior with spaced repetition of positive reinforcement is simply the act of refreezing. Catch people in the moment of the ultimate sale. Here, we are spiritual cheerleaders. When they are exhibiting a behavior that you know is a positive change for them, utilize the power of recognition to reinforce that behavior. Understand that there is immense power in a clearly defined goal. Once it is so clearly defined, either bad or good, it will happen. Unfreeze the organization with divine questions that are answered by people’s connection to the source and then refreeze it with goals.

People want attention. They want recognition. They want to be left alone. To maximize your success in utilizing positive reinforcement you need to know and understand the personalities of your people and the kind of recognition they most crave. If they don’t want the type of recognition you are giving them, you may be hurting more than helping.

Praise! I want to write a paper on praise. Praise to the soul! Praise to the light shining in your eyes! Praise to your manipulation! To your evil side! Your darkside! Let us praise what we see in our people, our loved ones. You’ve been put on this earth to help this young man or woman obtain divine praise. John (University of Chicago warrior) said, “If you are

not admiring one young man a day you are not doing your responsibility as a man.” Men and women need to praise those older and younger than themselves. To do this consciously is to manipulate your universe in a good way, geared toward the results you want to see in the world. It amazes me that employees I interview and survey are constantly screaming out for more positive recognition from their leadership. The hunger for a pat on the back, an attaboy. Employees seem to be starving for recognition for a job well done across the country. What do they want but positive manipulation for their good behavior? When they went potty in the toilet, mom and dad went wild – how wonderful it was! This need to shine, to be told you are a good person is a universal number one need of humanity.

What I am expressing here is the fact that we need manipulation – I need coaches that manipulate me toward success. I need people who raise questions I do not want to hear. We are not in a static state.

It is essential when you are manipulating people to understand the kind of people they are. Are they relationship oriented? Guided by beliefs? Are they into taking action? Do they wish to feel they have power over you? Study them for a moment and learn their life scripts and it will tell you the type of attention they crave:

1. Relationship Oriented People. “It’s amazing how many people you know and how they care about you.” “It is so great to see you.”
2. Belief Oriented People. “What you are doing will help many thousands in the future.” “Why do you believe that?”
3. Contact (rebel) oriented people. “Hey, this is fun.” “I don’t know, whatever.”
4. Thinking Oriented People. “I appreciate the way you planned out this database in advance.” “I’m sure you’ve thought about this, what are your insights?”
5. Action Oriented People “Let’s jump into it.” “You’ve just got to make it happen.”

Spaced repetition - an explanation. Part of manipulation is to constantly remind people that they are ok and doing the right thing. I think of Elton John singing “Diet Coke” when ever I have a coke and I see my McDonalds everywhere. We are products of spaced repetition and can utilize this to our

clients and associates benefit by constantly saying what you wish to see in them through what they wish to see in themselves.

All things that occur in our great world have people pushing the button in the background. To get a group to move forward, it is many times necessary for you as a leader to use techniques and methods that move people. How do you best manipulate a group or company to come up with ideas that you already support? Let me introduce you to **The Ann Arbor Consensus Getting Tool**.

Growing up in Ann Arbor, Michigan around the University of Michigan you learn a lot about group think manipulation. I have attended many political meetings where I learned, as a young man, the power of group co-optation through “gaining consensus.” The leader of the meeting says, after some discussion “I’m getting the feeling that we as a group feel this way. Do I have a consensus?” Since it was very obvious to me that many in the group did not feel that way, I watched in fascination as people were drawn into accepting this line of thinking without a real discussion.

I also learned a lot about co-optation. You co-opt a group by getting those involved who may be opposed to what you are doing on the outside but by bringing them “inside” you can subvert their effectiveness and have them support you. Thus I dedicate this section to Ann Arbor, a town I now only visit but who helped unleash me on my unsuspecting small-towners in Lenawee County Michigan. We would like to feel that Martin Luther King or the Anti-war movement in the ‘60’s was a spontaneous pouring out of feeling.

Our American revolution was a great act of co-optation by founding fathers who were hundreds of times richer than those who joined to fight with them. If you visit Williamsburg, VA you quickly learn that our founding fathers wanted the revolution that put them in power but had little interest in gaining a representative right for non-land owners and slaves (the vast majority of the population). To get the support of the masses, they had to be great salespeople they were the ones to gain the real fruits of the American Revolution.

You can use the techniques discussed here to overthrow a government (can be good or bad), bring another Hitler to power, gain more productivity out of employees without them gaining a thing. You can also use these

techniques in a virtuous manner, which I feel is right and “good.” The other part has to do with virtue. As people read this they will most likely be shocked at the terms and emphasis on methods and philosophy few people wish to openly discuss. I share Nietzsche’s view that we in the USA like to present that all we do is with “Good in mind” but obviously this is not true. Thus our projections may make us feel very uncomfortable with any discussion of darkness.

The American Revolution and Civil War were bottom line efforts of Virtue. While initially they, like anything had their faults, the Vision that supported them was a virtuous Vision.

Some of our wars were not supported by a Vision of virtue, nor the Ku Klux Klan, nor my efforts to make my federally employed sister feel guilty about an extra perk she gets from the government. All actions that take place consciously have some Vision – long term results in mind. Thus if I am trying to seduce Lolita into my bed with no concern about the aftermath for her, I would lack a virtuous vision.