

THE JUNGLE TIMES PODCAST
THE NATURE OF CONSPIRACY THEORIES

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Musical Intro

Podcast #20 - The Nature of Conspiracy Theories

Welcome to The Jungle Times Podcast. I'm Lawrence Poole and this is Episode #20. It's called: The Nature of Conspiracy Theories.

Last time I spoke to you about developing courage and self-confidence. In previous episodes, I exposed how Nature compels us to acquire personal power so that we can *Survive & Prosper*.

It's been 6-month since I published my last episode. I've had to plunge down a rabbit hole to research this one. There is an awful lot of information on conspiracies to sift through and it's taken me this long to understand it all, and to arrive at my conclusions. Remember - it's a jungle out there.

One of the important aspects of being empowered is to build a joyful life. To do that, you must figure out who the Bad and Stupid people are, and how to defend ourselves against them. Whether we know it or not, Bad and Stupid people are employed by government, financial circles, medical professions, big Pharma, big Tobacco, and big Everything else, and they are the people who conspire. Look at the military-industrial complex who, as President Eisenhower told us, do not work for our collective benefit. Like those others, they're in it for power and money.

Charles Baudelaire, the 19th century French essayist wrote - "*The greatest trick the Devil ever pulled was convincing the world that he does not exist!*"

Baudelaire is associated with the pursuit of sexual pleasure. To drive home the point, he died of syphilis. He is perhaps the best embodiment of our 21st century ethos à la *Jeffrey Epstein*.

Let me paraphrase his idea and use it to explain how people think about conspiracies. If you consider that the last thing someone involved in a criminal doing will want is for authorities to examine their doings more closely. Labelling such questioners as "*conspiracy theorists*" allows crooks to cloud the issue. They will denigrate people who can see their criminality by suggesting that they are lunatics. They can thus shift the focus from the crime to the accuser.

The fact of the matter is that a lot of conspiracies have been investigated and found to be true. Even if skeptics triggered alarms instead of opening a discussion on patterns that support wrongdoings.

Dictionaries define a conspiracy as a negative event or occurrence. Such an events and occurrences result from the planning and actions by groups - large or small - to carry out nefarious crimes.

Even if a conspiracy deals with events that can either be proven or disproven with facts, studies link conspiracy-belief to distrust of authority and suggest such beliefs can be psychologically harmful. Psychologists even relate the belief in a conspiracy theory to paranoia, psychological breakdown, and Machiavellianism - that disorder characterized by people who engage in manipulation, who are immoral, who lack empathy, and who put their own interests first.

If truth be told, the etymology of the word *conspiracy* is from 2 Latin words - *con* and *spiritus*. The first means *with* and the other means *spirit*. To conspire means to share spirit or - *to be of the same mind*.

So - do you believe that people can agree and be of one mind in the pursuit of common objectives? Of course, we do it all the time. So then, will you believe in some conspiracies? For example, if you know that bankers discuss ways of increasing their profits, and that bank officers create products they sell to others, then it shouldn't be much of a stretch to recognize that some bankers agree to introduce products to provide low-income earners with the possibility of securing mortgages at interest rates that were less than the prime rate.

Mortgage lenders then packaged those low-interest products into bundles that included other securities, to then resell them. This collusion resulted in the financial crisis and the collapse of several banks in 2008.

The Emergency Economic Stabilization Act, also known as the great bank bailout, was a law passed by the United States Congress. The law created a \$700 billion *Troubled Asset Relief Program*, using taxpayer money for the purchase of toxic assets off the banks. The fund injected capital into those failing banks to supposedly stabilize the economy - but it shouldn't shock you to know that the bankers who perpetrated the crime syphoned off huge bonuses and paid themselves for managing the very crisis they created. Those banks were deemed “...*too big to fail*.”

Conspiracy theories - once limited to fringes of society - have now become commonplace events because Internet and artificial intelligence allow for an easy presentation of facts. Podcasts also emerged as cultural phenomena available to most people who find themselves learning all kinds of things.

To eliminate conspiracies, we must strive to maintain an open society, encourage analytical thinking, and reduce oppression which leads to feelings of uncertainty, anxiety, and powerlessness.

Historically, conspiracies are linked to propaganda generated by governments to manage an agenda that sees them rule OVER the PEOPLE to then DOMINATE the resources.

We'll define terrorism as acts that include violence or measures that threaten human life or violate laws. Such acts are used to intimidate people or to coerce us, so the doers can achieve political objectives.

Officials who carry out such misdeeds justify their acts by blaming others. Before we blame Russia, China, or North Korea, for heinous crimes, we should know that even open societies like Canada and the land of the free and home of the brave is just as guilty.

According to the Center for Disease Control, 3,046 American people died in terrorist attacks - *including 9-11* - since 2001. In that same time, more 400,000 US citizen died from gun violence perpetrated by their fellow citizens. If you consider how the American war on terrorism has so far cost citizens 5.9 **TRILLION** dollars in taxes, so you tell me - Who profits?

Imagine if that money had been spent fixing the infrastructure, or in education, or in health care. Wouldn't have made make America great?

Another example of how governments conspire to harm citizens, look at how the apartheid government of South Africa was responsible for an estimated 330,000 deaths because the political leaders were AIDS deniers. And that allowed them to refuse Black citizens known medical solutions to the disease.

And think about this - in 2004, days before Spain's general election, a bombing in Madrid formed a coordinated attack on a commuter train that killed 193 people and injured 2,050 others. The devices used were reported

to have been set off by Islamic terrorists, but later findings told how Spanish citizens with no links to terrorism had plotted the attack.

It was also shown that the law enforcement officers mandated to protect the train system were busy taking a workshop on how to protect trains from terrorists at the time of the attacks. How convenient. Who planned that? The investigation showed Spain's political rivals had planned the event and then blamed each other. They distorted the evidence for political gain.

That kind of conspiracy has occurred throughout history. The Reichstag - where the German national parliament is housed - was set afire in February 1933. Adolph Hitler claimed that the arson was set by communists. He then proposed *the Reichstag Fire Decree* which rescinded all civil liberties - like the right of assembly and freedom of the press. This decree allowed the police to detain people without charging them with a crime. The legislation was accompanied with a propaganda campaign that led to wide public support for Hitler's measures.

As a result of his lies, a violent suppression of the communist party was undertaken in which more than 4,000 members of the Party were arrested and detained. Hitler went on to grab total control of the nation, and then to cause World War Two.

I was reminded of this when I watched the second plane hit the Manhattan World Trade Center on 9-11. In that instant, I turned to my life-partner Suzy and told her: *"This is a power grab. Now you'll see laws change."*

And since, draconian measures have become law. The Bureau of Homeland Security for example, has a current yearly budget of \$100 billion dollars and that doesn't include increases in the military budget. The US war on terrorism has so far cost taxpayers more than **\$6 TRILLION dollars**.

Robert Heinlein, one of my favourite authors says: *"There is no worse tyranny than to force a man to pay for what he does not want merely because you think it would be good for him."*

If you think conspiracy, follow the money and the motive will be easy enough to figure out.

You should also know that trillions of more dollars were lost in the collapse of WTC's Building 7. That's where the US government investigated economic crimes - like the Enron scandal whose financial collapse was a huge accounting fraud. The name Enron is synonymous with corruption. The collapse of Building 7 also brought into question the accounting practices of companies like WorldCom - the second-largest long-distance telephone provider who had filed for bankruptcy when a scandal saw their executives convicted of falsely inflating the company assets. Those frauds led to the dissolution of Arthur Andersen, an accounting firm who had been both Enron's and WorldCom's auditors for years.

If you look at the perpetrators of those big-money conspiracies, you'll get to see the 19 accused Saudi Arabians terrorists as mere patsies and you can consider that the real culprits are a group known as the "Deep State".

In an interview with award-winning journalist Bill Moyers, the author of the book *The Party Is Over: How Republicans Went Crazy, Democrats Became Useless, and the Middle Class Got Shafted*, tells us all about the deep state government.

Author Bill Lofgren said: *"There is a visible government that is situated around the Mall in Washington, and there is another, more shadowy, more indefinable government that is not explained in Civics 101 nor is it observable to tourists at the White House or in the Capitol. The former is traditional Washington partisan politics, the tip of the iceberg that the public watching C-SPAN sees daily, and which is theoretically controllable via elections. The subsurface part of that iceberg is called "Deep State" and it operates according to its own compass heading, regardless of who is formally in power."*

Qualified to write such a book, Lofgren was a congressional staff member for 28 years, specializing in national security, and he has top secret security clearance. But, like virtually every employed person, he became assimilated into the culture of the institution he worked for, and only by slow degrees did he begin to question the reasons that motivate people who *decide*.

According to Wikipedia, the deep state is a clandestine network that includes members of the federal government - like the CIA, the FBI, and the Secret Service. They work in conjunction with financial and industrial leaders to exercise power in government.

I'll describe the CIA's Operation Gladio in PART 2 of this podcast, but if you are shocked that I'm including American Intelligence Agencies in my list of evil-doers, you should be aware that the CIA had a brain-washing project called MK-Ultra. A result of that was the *Jonesville Massacre* in Guyana.

I became very aware of it because that project was operated by Dr. Donald Cameron, Head of Montreal's Alan Memorial Hospital. He is largely known for his role in the development of psychological torture techniques for the C.I.A. Cameron was also president of the Canadian Psychiatric Association, the American Psychiatric Association, the American Psychopathological Association, the Society of Biological Psychiatry, and the World Psychiatric Association - just to give you an idea of the influence he acquired helping the CIA.

The term "*Deep State*" has been widely used since the 1950s when then President Dwight D. Eisenhower recognized how CIA was set to rule the world. He warned America, saying - "*The military-industrial complex is a cabal of top military officers and defense contractors who are enriching themselves and advancing their careers by steering the United States into endless wars.*"

It is a matter of public record that the US military is responsible for the deaths of between 20 and 30 million people in the various conflicts around the world that they've been involved in since World War II.

President John F. Kennedy ran afoul of that deep state cabal by questioning its power, and it cost both he and his brother Robert their lives. His vice president - Lyndon B. Johnson - was elected President within 2 hours of Kennedy's assassination and then his new administration lied to American citizens, conspiring to allow the warmongers to enlarge the scope of the war in Vietnam. The "deep state government" increased its attacks on North Vietnam and they were not reported by the mainstream media until it was finally exposed in the Pentagon Papers.

The evil intent of perpetrators goes beyond self-interest, corruption, cruelty, and criminality. Rather, they live in a black-and-white world where the good - as them - struggles against evil - the rest of us.

Proposing that a conspiracy exists when it does not, has consequences. Tina Peters, a Colorado elections clerk, insisted that Donald Trump was robbed of his re-election in 2020 *despite having no evidence to support her beliefs*,

so she was sentenced to 9 years in prison for willfully lying. The judge was scathing in his rebuke of her beliefs.

In *The State of Georgia -vs- Donald J. Trump*, 18 co-defendants are accused of leading a criminal enterprise by “...*knowingly and willfully conspiring to unlawfully change the outcome of the 2020 U.S presidential election*”. Four defendants have pled guilty, agreed to cooperate with the prosecution and received sentences - including probation, fines, and public apologies. The other still await their trial.

The bottom line is this: *People do conspire*.

Think about it. I'll be right back.

Part 2 -

There have been conspiracies since ancient times. The idea of a *conspiracy theory* has been discussed since 1868 - that's almost 100 years before President Kennedy was assassinated, and nearly 80 years before the CIA even existed. Alternate views of history often interpret events as being the product of a conspiracy designed to conceal the truth.

One of the earliest known conspiracy theories is the hypothesis that Emperor Nero started a Great Fire in 64AD Rome - while scholars believe that the fire was started by accident.

In his 2013 book *Conspiracy Theory in America*, political scientist Lance de Haven-Smith tells us the term entered modern day language after the Warren Commission published its findings on the Kennedy assassination.

The New York Times ran five stories that used the term to explain the relationship between culprits of that crime. It was popularized by the CIA to discredit beliefs about their activities and to make accusers the targets of ridicule.

Created by President Harry Truman from the remnants of OSS - the Office of Strategic Services - after World War Two, the CIA was created with the purpose of gathering data involved in the communist takeover of Europe.

The CIA's mandate is to collect, analyze, evaluate, and then carry out covert operations. These tasks reflect their hierarchy as the collection and analysis of data is left to minions, while the evaluation and the carrying out of covert plots is done by the higher-up agents and bosses.

Although the CIA was originally authorized to collect a limited range of data on foreign shores, but that didn't stop them from carrying out their evil against American citizens too. For example, the project MK-Ultra ran from 1953 to 1973 and used different methods to manipulate humans. The so-called "washing" of brains was achieved by administering high doses of drugs to victims, especially LSD and other mind-changing chemicals, and this without the victim's consent.

Additional methods included electroshock, hypnosis, and sensory deprivation. Isolation, verbal, and sexual abuse were also used to torture people. The effort was to create a *Manchurian Candidate* or a sleeper agent who could kill on command.

You shouldn't think that the illegalities were performed by a few rogue agents. Characters like Allen Dulles, the American diplomat and lawyer who was the first civilian director of Intelligence, is responsible for many crimes and misdemeanours. He headed the CIA during the Cold War and oversaw programs like a coup d'état to overthrow the elected President of Guatemala, and another to oust the Prime Minister of Iran, and then he was involved in the U-2 spy plane disaster in Russia, and the Bay of Pigs invasion of Cuba in 1962 which led to the assassination of Kennedy.

Dulles was also a member of the Warren Commission who wrote the official report after Kennedy's assassination, concluding that Lee Harvey Oswald was the lone assassin.

It is interesting to note that Lee Harvey Oswald, Sirhan Sirhan - who assassinated Robert Kennedy, Mark Chapman - who killed John Lennon, and James Earl Ray - who murdered Martin Luther King - all used metaphysical references from the MK-Ultra brain-washings in the journals they kept. Their private musings referred to tape recordings used to reprogram their mind. Aren't plots to kill these men proof enough that conspiracies exist?

The only meaningful question then is - *how do we protect ourselves from well-organized evildoers?*

The first thing to do is realize that a conspiracy can be a punishable offense when two conditions exist: 1. Two or more people are plotting to commit a crime, and 2. At least one of them acts to advance that plot. Every person involved can then be punished to the degree provided for by their crime.

Conspiracies exist within the intent and agreement to organize crimes. Then, 3 forms of organization exist. They are called: 1. *A wheel conspiracy* wherein all members are connected to a central character who is the hub or leader of said conspiracy. 2. *A chain conspiracy* that involves people connected to each other in a linear fashion like the links in a chain. 3. *A variation conspiracy* that involves a form that depends on the complexity and scope of the intent.

The differences between these types of conspiracy not only tells us how members connect to one another, but how much they are aware of each other. In a wheel conspiracy, members will know the hub, while in a chain conspiracy, members can know people before and after them in the chain.

Few people know the scope of even the least complex of variation conspiracies.

While news outlets share their facts and opinions on what is available on existing conspiracies, sifting through their sea of data to find accurate information to protect yourself from the lies is a personal responsibility.

Researchers at Arizona State University say that to protect ourselves from fake news, we simply pay attention to where our news comes from. If you are being informed by Twitter, Facebook, or Instagram for example, you can't accept that information at face value.

You should ask yourself - *Where is this data coming from? What is its background?* When you read accusations against people, you should ask - *What is the underlying source material for this accusation? Who benefits from it?*

Social media lies all the time. Period. With that in mind, the onus is on each of us to ask questions. With important news, you should explore how sources are referred to by the agencies. Remember that mainstream media has professional guidelines. Reliable outlets name their news sources. The next best news sources will only conceal names to protect people.

Also, we must learn to read beyond the lines. It's important to know the whole story. Often headlines mislead us because they are not really designed to inform. The purpose of a headline is to get you to keep reading, to click on a link, or to channel surf. The technique is called *click-baiting*.

Lastly, get your news from a variety of sources. Check with as many news outlets as you can to confirm information that you feel strongly about.

My website <http://www.thejungletimes.com> has links to about 40 news outlets from around the world. These media outlets must undergo deep transformations if you want to survive. According to polls, media is the least trusted group among institutions involved in the democratic processes. The big guys like CNN, Fox and MSNBC must be constantly verified with fact-checkers like <http://www.politifact.com>.

If you read something and your reaction is outrage, that's an indicator you should investigate it. Much of the information that you come across is designed to trigger fear. Watch a documentary called The Power of

Nightmares on YouTube. It was produced by the BBC, and it demonstrates how governments use scare tactics to keep us docile.

If your family and friends share misinformation, you should steer them to reliable sources so that they don't fall prey to manipulation. Help them identify why information is false and what they can do about it. You can provide them with as reputable sources as possible. Inform them about what information is available. Teach them how to think strategically.

There are considerations for thinking strategically: Recognize patterns, identify the cast of characters, plot their modus operandi, and then follow the money. For an example of how pattern recognition helps, I mentioned that I knew about Germany's false flag Reichstag fire. It came to mind when I watched the World Trade Centre collapse.

The fact that the people in charge of protecting us from terrorism were taking workshops on that very subject when disaster struck New York's WTC, the train system in Spain and the subway system in England show why patterns should trigger alarms.

If you suspect a conspirator, look for his associates and cohorts. I looked at Allan Dulles' supporters for example and found that Dulles was recruited to the Office of Strategic Services by William J. Donovan, its founder-director. Dulles moved to Switzerland for the duration of World War II and, as he had previously met with Adolph Hitler, he was convinced the man was mad and intent on war with the US.

Later, as Director of the OSS in Switzerland, Dulles gathered intelligence on German plans and activities, established contacts with resistance fighters and anti-Nazi intelligence agents. He received valuable help from Fritz Kolbe, a German diplomat described as the best spy in the war. Kolbe supplied Dulles with documents about German pilots, soldiers and spies.

The OSS created *Operation Gladio* in collaboration with the British Secret Service, called MI6 to train an army of stay-behind soldiers who would act as resistance behind enemy lines and face the threat of communist takeovers in Europe. We tend to think of British spies as good guys, forgetting that James Bond has a license to kill. What man can license another to kill?

With Operation Gladio, the OSS decided that - because the natural enemy of communism is fascism - they would recruit fascist citizens in Italy, France, Belgium, Luxembourg, Poland, Turkey, and other nations, and train them in every facet of espionage, battle strategy and terrorist tactics.

To counter communism, the fascist stay-behind forces would spy on their fellow citizens, disrupt local transport systems, assassinate enemies, destroy resources, and steal assets. Their contributions were deemed invaluable to the war effort.

After WWII, the fear of Soviet influence was manifest as a Cold War. Because Italy was poised to vote for communism, the Office of Strategic Services became a permanent feature in the US Government. Now called the CIA, their *Operation Gladio* was used to disrupt the Italian election to make sure Communism lost.

Their success in that campaign paved the way for a litany of assassinations, psychological warfare, and false flag operations used to delegitimize left-wing parties across Europe. To do this, the CIA needed a budget beyond what the American Government supplied so Dulles - who now headed the Agency - made a deal with *Lucky Luciano*, head of the American Mafia, convincing him to distribute heroin in the black communities of the US cities. He also made a deal with the Vatican Bank to launder the ill-gotten gains as there no oversight of that institution.

After the fall of the Berlin Wall - which effectively ended the threat of communist takeovers in Europe - Operation Gladio which had now expanded its secret army of operatives into Latin America, the Middle East Asia, and Africa - had found the perfect enemy: Terrorism.

Terrorists form an invisible enemy who do not draw attention until they strike a target and claim ownership for it. They are therefore a perfect foil for security forces who will seek them out. Terrorists can hide anywhere and so security forces are free to follow them everywhere as well.

On Ronald Reagan's watch, the Iran-Contra affair revealed the "deep state" was caught selling cocaine in American cities to finance the purchase of arms supplied to anti-communists in Nicaragua.

Colonel Oliver North, an ex-marine and then with the National Security Agency, ran the operation. He was granted immunity from prosecution in exchange for testifying before Congress about the scheme. Initially

convicted on felony charges, the case against him was dismissed in 1991. North went to be celebrated by the political right, becoming an author and television host in the process.

Gladio's not-so-secret right-wing army is now attacking America's left-leaning citizens.

The global agenda has undergone a reset by promoting the "One Planet, One People" ideology. An old view of Right -vs- Left Wing politics has been modified. Whereas the "Right Wing" once promoted fiscal conservatism and social liberty, it was viewed with fear and resistance by the Left. Today the Left is "*woken*" and has pushed the agenda to extremes in the guise of promoting equality, diversity, and gender identity, this while the Right Wing is now offering a more cautious view.

Players from the World Economic Forum hold meetings that convene the business and political elite to address the challenges as they see them. Their agenda includes political change, economic growth, and stewarding an energy transition from fossil fuels. Klaus Schwab, founder of the World Economic Forum, trained many world leaders - like Canadian Prime Minister Justin Trudeau and Chrystia Freeland, a candidate for his job - on overcoming resistance to the global agenda.

At a recent meeting of 3000 super-rich delegates in Davos, Switzerland, Schwab's Non-governmental organization promised that: "*By the year 2030, the average citizen will own nothing, and be happy for it.*"

With the promise that a *one-world government* would depollute the Planet, this idea was presented to elite do-gooders who flew to the Davos meeting in their private jets.

Think about that. I'll be right back.

Part 3 -

An ideal life is filled with purpose and devotion. When you focus on doing what is right, you cannot be fooled by wrongdoers. If you don't stand for something, you will fall for anything. The fact of the matter is people conspire to enrich themselves, to acquire power over others, or to do both. Safe to say - we live in a predator/prey environment where the focus of society is to acquire personal wealth.

Even if control and domination are the aims of fascism, the fascists are predators who can and should be resisted. Donald Trump vowed to expose what he sees as the deep state government and I wish him luck with the task, as he seems unaware how their ambition mirrors his own.

Now called the *New World Order*, this elite group has a global agenda who want an authoritarian one-world government that is designed to replace sovereign nation-states. Their ideology aims to topple existing local regimes without a plan to replace them with something better. This will drive the world into chaos and, desperate for solutions, people will beg for relief... which will lead them to their economic slavery.

Led by Klaus Schwab, a German engineer and public administrator who has been chairman of the World Economic Forum since its founding in 1971. He recently announced that he is now shifting roles - from being the Executive Chair of the WEF, to being Chairman of its Board of Trustees.

Raised Catholic, Schwab sees Vatican City as the world's moral leader, London City as the manager of world banking in a laissez-faire economy, and Washington DC as the global police force.

Schwab is widely criticized for mixing his not-for-profit WEF with his for-profit business ventures. For example, he payed himself a \$1 million/per year fee for managing his non-profit

If you believe that the Vatican is a good choice to be the world's moral leader, tell me why protecting pedophiles is a qualification? And tell me why London bankers deserve to manage the world's finances when they've bungle their own so badly.

Nigel Farage, a member of Parliament in the United Kingdom, recently answered a student who asked him why England is so severe with its immigration policies. He answered that while the country's immigration policy was most generous and progressive since the Second World War, things started to turn bad at the beginning Millennium when England had an average of 30-40 thousand immigrants per year to - in the last two years - thanks to the "woke" agenda, received about 2.5 *million* immigrants.

That put such a strain the economy, housing, medical services, employment and all the rest have become catastrophic, and are on the edge of collapse.

You should also tell me why Washington should be the world's police. the US is responsible for more than 20-30 million deaths since WWII, but you should also know that more than 2 million citizens are currently in American prisons — a 500% increase over the last few years. To accommodate the rapidly expanding penal system, despite increased evidence that large-scale incarceration is not an effective means of achieving public safety or allowing for corruption in the system.

In 2008, the Kids For Cash Scandal was about judicial kickbacks paid to judges in Pennsylvania. Two judges were convicted of accepting money in return for imposing harsher sentences on juveniles sent to a private prison.

Changes in sentencing not higher crime rates explain most of the increase in incarceration. Privately owned and operated prisons are a result of prison overcrowding which has put an immense financial burden on states.

Whether you successfully deal with the changes the New World Order is imposing on us or if you get stressed out by them, has to do with how you see the world... with how you etch your neural paradigms.

In Episodes #9 and 10 of this Podcast, I explained why whole-brain thinking is different from the usual *emotional* way that people see things. The right-brain hemisphere *reacts to stimulus* while whole-brain thinking can perceive *creatively*.

Using our whole brain involves playing 5 strategic roles. The first role is to be a *stalker of information*. Who does what, where, when, how, and why? To be an effective stalker, you need be cold-blooded, to seek out facts - no

matter where they lead you. And this means using your reptilian brain circuits - your spine and brainstem.

After you search out data related to a conspiracy you want to explore, switch roles to be *a dreamer of possibilities*.

This involves using your mammalian brain system which means allowing emotion to examine the data you have stalked for patterns, options, alternatives, and forensics. Recognize your biases and prejudices but sort your data with likes and dislikes.

The third role of a creative thinker is to be *a seer of opportunity*. Not every possibility is an opportunity. When a journalist asked 2-time Nobel Prize Laureate Linus Pauling: “*Dr Pauling, how do you get a good idea?*”

Pauling answered: “*Get a lot of ideas and throw out the bad ones.*”

He meant that you get to figure out which of your ideas is most likely to succeed. What aspects are the most logical? What facts are irrefutable? Etcetera. This is a left-brain exercise that requires logic.

Next, you need be a *leader in action*. This means mastering your brain’s neocortex, its feedback loop. How will you test your theories? When will you bring your accusations forward? What will you do about the risk of a counterattack? Know yourself! Take the lead... try things so you can adjust.

Make sure that the case is solid, that you understand its inner working, its DNA... before playing the 5th role: *A persuasive communicator*. A persuasive communication is less a function of the brain and more of our awareness.

It depends on how we respect 4 principles: *Intent, Attention, Empathy, Feedback*.

The first principle of a persuasive communication is *Intent*... if you see it as an *edifice*: What do you want to say, and to whom? Will your audience need a cathedral, a concert hall, an arena, or an elevator for you to present your proposal? Can you deliver it in an email, a simple speech or does it require an elaborate production? How shall you decorate your edifice?

I once had an office full of lawyers traverse a forest by using a series of zip-lines before animating a seminar on maintaining a balance between their professional and their personal lives. I wanted them to experience disequilibrium before discussing the opposite idea.

The second principle is *Attention*... if you see it as a *challenge*: People are being solicited from every direction. Many of us receive more than 100 emails a day. Who is your target? How will you capture his or her attention?

I'll use a PowerPoint presentation embedded with pictures, videos, jungle sounds and heuristic exercises to capture my audience's attention. I once kept a group of Directors-General totally engaged for 2 days in a heuristic workshop on creative leadership. Heurism means "self-discovery" so rather than me filling them with data, I orchestrated experiences in which they had to find the information themselves.

The third principal of a persuasive communication is *Empathy*... is you see it as a *power*: Put yourself in your audience's skin... how do you suppose that your message will be received? Is it bringing him or her good news, or bad; is your message easy to understand or are the facts complicated? Are you a credible person or does your audience have to be convinced?

I remember being commissioned to write a conference to be delivered to teachers who oversaw a schoolboard's learning curriculum. As I wrote, I imagined a group of teaching professionals but when I arrived at the venue a few days later, I found a group of elderly women - to immediately recognized that volunteers oversee the curriculum, choosing what books students should read, and such.

I immediately decided to eliminate 3 slides from my presentation, to speak more slowly and to explain fewer facts for volunteers to absorb rather than discussing more facts with experts. I was given a standing ovation for making things easy.

The fourth principal is called feedback... if you see it as *validation*: How do you know if your audience takes away what you intend them to? Well... you can ask them exactly that? What's the point of assuming that they get it if they don't. You can correct any false impressions they may have formed

while you have them in front of you. You know the old saying: Don't assume because if you do, you are making an ASS out of U and ME.

I'll stop for now by affirming that people have conspired since earliest times. How will you respond this new world order of limitless information, a world filled with fake news and false data, a world where artificial intelligence can imitate any voice, any mood, any image, a world where opinions can be transmitted everywhere, at light speed, all the time.

Will you seek out the truth or buy into the lies that are being spoon fed to the world?

You can creatively self-empower or remain victim to the manipulation. The best advice is to think globally and act locally. Who are the Gladio warriors in your neighbourhood? It might surprise you to find a middleclass guy and his best friend at the center of political every decision made at their morning coffee meeting, to then spend the rest of the day plotting, and influencing others. Good luck!

Tune in next time for Episode #21 when I'll explore the evolution of the World and its timeline, how we got here, and where we are going.

Folks – a while back, a subscriber wrote to tell me how she gets a lot from my podcast by reading an episode transcript while she listens to my animation. She says new ideas are easier for her to grasp in this way. If you want to try her learning technique, download a FREE copy of this transcript from my website at www.TheJungleTimes.com.

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I'll see you next time. Adios amigos.