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# STUFF

# SWC CONSULTING

SKILL, WILL & CONSCIENCE

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Thanks for being patient. I nearly didn't make STUFF this month due to a bout of pneumonia. Whilst being laid up, I had the chance to catch up on the things I usually and often deliberately avoid. I watched and listened to a lot of commentary on both sides of politics, current affairs, religion, philosophy and the societal dynamic that we are in the midst of. I'd suggest this isn't the best therapy when you aren't well but there's no denying that we live in turbulent times and that change is happening faster (thanks to IT) than at any time in the history of the human race. If the pen is truly mightier than the sword, I can only marvel at the power of the mouse. Three weeks laying on your back can open your mind. As I delved into the swamp of opinion on both sides of these subjects, I found it was easy to screw my nose up at so much of it. However, I glanced at my less than healthy reflection in the mirror one afternoon and realised how my own bias flavoured my initial reactions to much that I was observing. So I continued to watch and listen – now consciously being objective. Podcasts, TED talks, forums, social commentators, politicians, scientists, therapists, celebrities and laypeople. I cleansed myself of the bias and observed with as much detachment as I could muster. I confess that some agendas are so ludicrous that I won't be mentioning them here, let alone offering any commentary on them. The rest of this bulletin is a summary of my impressions of the subjects that I find to be substantial to us all, notwithstanding the fact that I have no solutions. As George Carlin once said, "Being born in the 20<sup>th</sup> Century is a free ticket to a freak show." He added, "Being born in the U.S. is a front row centre seat. These days, I just sit back, watch the freaks, make notes and say to the guy next to me, will you get a load of that!" So, for what it's worth folks, here are the notes I made; offered in the most subjective and objective way I could manage.

## THE HYPOCRISY

*Much of the hypocrisy I constantly see is thanks to political correctness. Many folks don't understand the origins of 'political correctness.' It started in the early days after the Bolshevik Revolution; the start of communism in Russia. An observer might comment on an injustice only to be told, "what you say is correct comrade but it is not "politically" correct. In other words, it does not suit the ruling ideology. Nowadays it isn't appropriate to call a female co-worker "honey" for example. Fair enough too but the hypocrisy is that both parties then go home and watch "Love Island" or "The Bachelorette," the entire premise of such shows being, the objectification of women. Don't even start me on foul language. Four letter words are so common place now that they barely offend and yet, use a micro-aggressive gesture or misspeak innocently and you'll be the subject of a bullying allegation.*

## THE NEWS

*If you read the news, you're often misinformed and if you don't read the news, you're uninformed. Modern newsreaders mispronounce many proper nouns, the grammar of the narrative is nearly non-existent and they rely on violent video footage looped endlessly, aiming more at entertainment or shock value than on being informative. Opinions rule over facts and are usually aligned with the agenda of the networks, the sponsors or the lobbyists.*



*I watched hosts from across the planet and across cultures and political persuasions and saw a common element to them. They are all like ringmasters at George's freakshow. Conflict is what they peddle and division is the thing they cause. There is nothing uplifting in the ugliness. There is no cohesion, consensus and not the faintest sniff of a solution in their styles or content. Thumbnails to their podcasts or YouTube posts are mere clickbait that seldom portray the subject matter truthfully.*

## THE UPSHOT

*If society was a living organism, like anything alive, being healthy starts at the cellular level. The cellular level of society is in my opinion, THE FAMILY. Healthy families create healthy neighbourhoods which create healthy towns and subsequently, healthy societies. The larger the community, the more vital cohesion becomes. Communities that aren't cohesive become enclaves of fragmented groups pitted against each other, just as what entertains or informs us, relies on divisive behaviours to attract and then keep, our attention. Now for the only advise I'll offer here: Nothing is more important than family. Look towards yours and ask each day, "how will my efforts or my behaviour, benefit them?" The decisions you then make will be CONSCIOUS and you will benefit your family, you will benefit your company and your country too.*