

## Chapter 2



# *Use your brain for a change*

“History shows that when the libraries were being burned, the monarchs, mercantile class and the church began divvying up the world.”



**O**ne of Richard Bandler's great books is *Use Your Brain for a Change*. Like all of his books it's most instructive, but the prime take away for me was *you have a choice to make*. Are you going to let your brain run you, or are you going to run your brain? This may sound like a kind of silly question, but are you really in charge of what you're thinking? Who's controlling the information flow from which you make decisions? How balanced and informed are your news sources?

### Let's take a look at that night sky

Let's return to the top of our hill to consider the infinite pulsing possibilities of the night sky. Tonight I get up the hill a couple of hours earlier than you because you have to work late. When you arrive, slightly out of breath and before you even have a chance to sit down, I grab you by the arm to share a most fascinating observation I've made. Wrenching you half off your feet and pointing to a constellation glimmering in the distance, I announce my conclusion of the constellation of the bull.

You're non-plussed by this statement and volunteer: "It doesn't look like a bull to me."

I assure you that since our last star gazing session I'd taken a couple of courses on astronomy. I also judiciously point out that I've been studying the night sky for a couple of hours before you even arrived. I can tell you're still not entirely convinced but you're wavering. You've had a long exhausting day and you're not really spoiling for a fight. I suspect that gives me the upper hand, so I point into the night again and show how a couple of the stars taken together look a bit like the head of a bull.

"I can kind of see what you're saying when you explain it that way, but those stars also remind me of the claw of a crab".

"No," I say, "the crab is the constellation of Cancer." I whirl you around and point you in a different direction. Without waiting for your acknowledgement, I whirl you back and point out the bull to you again. No matter what objection you raise, I continually jab my finger at the bull until I can see you're fatiguing and wearing down. "Taurus," I say with conviction.

In frustration, you try to turn away to admire the sky, but I won't let you gather yourself and think. I pull your attention back and back and back, until you relent.

"I guess it kind of does look like a bull," you concede.

As we descend the hill we pass another couple with whom you're acquainted. "What were you doing?" they ask. You pause, and then respond. "Looking at the constellation Taurus. What are you doing?"

"The northern lights, the Aurora Borealis, they're so brilliant it's lighting up the northern sky like we've never seen before. We're climbing the hill to see it better. What did it look like from up top?"

"I have no idea," you answer. "I was never allowed to view that portion of the sky."

## The night sky and the media

As far fetched as this may seem, something akin to this is happening every day. It's called *the news*. The question is, *whose news?*

We're constantly being shouted at to look at one specific aspect of the sky and we're relentlessly told that is what is important to see. A technical term for this is *brainwashing*. "Look at this, look at this, look at this, look at this, look at this..." is a mantra you hear all day long in school, in the work place, in politics, in church, and in all the news media. How do these groups choose what aspect of the night sky they point at? Remember, the night sky holds infinite potential. Are you certain they're pointing to what's for your highest and best good? Could it be that what they point at limits your choices? Do they have an agenda — a profit motive — a preferred outcome for them? The first casualty of war is truth.

## What is the purpose of polls?

What is the purpose of conducting polls? Is it to see what you want, or to see if you're beginning to accept the agenda that is being shouted at you? Perhaps you're so busy coping and scrambling to stay even, or get ahead, or help your family, or others,

you've got little to no time to reflect upon the fact that if you don't control your brain, well, maybe someone else will. Do you realize there are communications firms that conduct studies to inform the media how to entrain your children to nag you? This is to nag you to buy things that neither you nor they really need.

Advertising is all about psychological processes to achieve the outcome of the advertiser. Is the fact that a milk substitute can sit on your shelf for years really consistent with it having any nutritional value? Is the fun in seeing some breakfast food jump out of a toaster and talk consistent with how nature generates food value? Media coverage is sound bites without substance. Governments do have agendas, very large agendas.

## Let's just ask some simple questions

I often say to people: "If you took the average, uneducated working person off a street bus in Boston, Chicago, London, Beijing, Sydney or Mexico City and you asked them to make some decisions for the entire world, I don't possibly see how they could make the decisions we have."

Do this fun exercise. Let's put the average person to the test and ask some questions:



*\* The fresh water of the Earth constitutes 0.6% of all water. You are 80% water so clean drinking water is critical to your health. We've decided we're going to defecate in the water. Good or bad idea?*

*\* Water generates energy in your body by priming the cation pumps of your cells. Chlorine is a poison, and we've decided to put it in your drinking water. Good or bad idea?*

*\* With the huge volumes of refined sugar consumed in your diet, teeth cavities have become a serious problem. For years, dentist's have suggested that you fill your teeth with silver. The silver filling is approximately 52% mercury. Mercury is a deadly poison. Dentists are cautioned to never handle it without gloves, and certainly never allow it in*

*their sinks. We've decided to put it in your mouth. Good or bad idea?*

*\* Our soils are becoming depleted so that the fruits and vegetables you're eating require significant fertilization to grow. A healthy body requires something like 80 minerals. We've decided to add only three to the soil — nitrogen, phosphorous and potassium. The plants growing in this unnatural environment will grow in an imbalanced fashion so they'll suffer from pest infestations. We'll kill the pests with deadly chemicals. You won't be able to eat the food right after spraying, so we'll leave the food alone for a period of time before we ship it to you. Good idea or bad idea?*

*\* If the produce on the grocery shelves has any Life Force Energy remaining in it, the food spoils. However, if we bombard the food with x-rays 400,000 times stronger than a chest x-ray, we can destroy all of the Life Force Energy in the food. It'll still look good on the shelves for months, perhaps years, because it'll have no nutritional value. Good idea or bad idea?*

*\* It's possible to create breakfast cereals with less nutrition than the box in which they're contained. We can convince the government that the body needs only a dinky amount of vitamins. Then we can add these tiny 'recommended daily levels' into the box for a few pennies. This way we can make pretend food with no nutritional value and advertise it as having your daily vitamins. Our profit margins will be enormous. Good idea or bad idea?*

*\*Your body is electrical and magnetic in nature. Your body systems actually operate and communicate by passing subtle energetic messages between cells. We can carry information to your radio, television, cell phone and computers with high amplitude electromagnetic frequencies.*

*This will interfere with the ability of your cells to communicate. If your cells can't communicate your body will malfunction. Good or bad idea?*

*\* Some 60% of the Earth's oxygen is created by the plant life of the oceans. We find that if we dump garbage in the ocean, over time, we can kill these plants. Good idea or bad idea?*

*\* The Amazon rainforest creates about 30% of the oxygen we breathe. The soil of the Amazon is very thin. If the jungle plant life is removed, the soil will only support a domestic crop for two or three years. Then the soil will be infertile for 20 years. But we figure we can cut the jungle down and graze cattle on the land for those two years. Then we can cut down more jungle. Good idea or bad idea?*

*\* In the past, if you worked a full day you earned a full day's pay in gold. Gold has the same purchasing power today as it did 200 years ago. If you save gold your savings will not be eroded by inflation. Gold has been a valuable means of exchange for 5,000 years. However, we think we have come up with a better system. In our new system government will borrow computer blips and lend them to the banks who will lend them to your employer who will pay you with some of them. The government will have to pay back way more blips than they borrowed by paying interest and interest on interest. It'll be necessary to tax you to get the government revenue to pay the interest. This "new" financial system can never be in equilibrium because the total number of computer blips has to expand every year to pay the past interest. This means that if you earned \$100,000 dollars in 1933 it would only be worth \$3,000 today. If you'd been paid in gold it would be worth \$103,000 today. Do you want to be paid in computer blips - oops the electricity just went off - or in gold? Good idea or bad idea?*

*\* The United States has roughly 5% of the world's population but consumes more than 20% of the world's energy, 65% of the world's meat protein and 85% of the world's savings. Eighty-five per cent is also that percentage of the world that spends most of the day looking for the single meal they'll eat that day. Is this appropriate?*

*\* Your beliefs are different than mine. We suggest you change your beliefs to match our beliefs or else it'll be necessary for us to attack and kill you. Is this how you raise your children?*

No doubt humanity has and will continue to make some innocent mistakes. I strongly suggest though that the *common person* in the street wouldn't choose to do all of the above, and more. I suspect the *common person* would have stopped this nonsense a long time ago. But the nonsense hasn't stopped has it?

The intelligentsia tell us these types of activities represent progress. What aspect of the sky are they shouting at?

## The ascent of man

They shout it's the great ascent of man. In the past 100 years man has overseen the extinction of 50% of what were 30,000,000 living species here on Earth! Is this all the potential the great night sky holds then?

In 500 BC the Greeks had established that the world was round. They had created a map on a globe and they could measure the circumference of the Earth with a high degree of accuracy. They knew we were in a solar system, that the Earth moved around the Sun and they could track the movement of the planets. Philosophically they believed in the existence of what they called the 'atom' as the smallest bit of matter. They had even identified Life Force Energy. They called it ether. Then around 200 BC the world was told the Earth was flat and Rome was at the center of it. The Sun and all of the planets revolved around the Earth because the Earth was the center of the cosmos. What happened? Why were the libraries of the world burned? Did anyone retain a copy of the more

accurate data? Is the information on how the pyramids were built still in existence? History shows that when the libraries were being burned, the monarchs, mercantile class and the church began divvying up the world.

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*Pure Leadership is about awareness, awareness to ask questions. How certain are you that you're being told the truth? How do you reconcile the levels of ill health, disease, planetary pollution, stress, violence and wars with your objectives when you get up in the morning? Do you get up looking to be unhealthy, looking for ways to pollute where you live, hoping to fight with your neighbour? Remember history books are written by the victors.*

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