



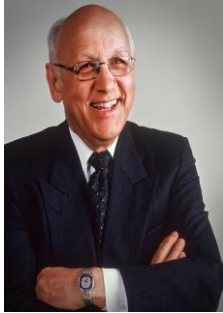
# Caswell **CORPORATE COACHING** Company

*Making good companies even better - worldwide*

NEWSLETTER  
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## It is all about the mind

*As most of you are aware, CCCC at its outset was fashioned to help companies improve their performance. Along the way we realized that performance improvement could not happen without the collaboration of the employees at the very bottom of (and throughout) the organization. Then we discovered the true meaning of cooperation – no big deal, except that over time we learned that cooperation was a natural human characteristic. Yet, experience showed us that people in most companies were not cooperating so well. What was going on in the human mind?*



William E. Caswell

Bill Caswell is an experienced coach of CEOs and senior executives around the globe. The author of 14 books, Bill has penned the 12-book series *The Respect Revolution* written, by a CEO for CEOs, as a guide to getting your company to *Excellence* and keeping it there.

No person sets out to be a bad employee, nor a staff member who does not cooperate fully. Yet lack of cooperation on a consistent basis is crippling company after company (and sports franchise after franchise). Despite all the effort to hire only the best, at least one bad apple in every company is the norm. Why is that so? CCCC began at the surface of wanting to make things better within corporations focusing on processes, but it became clear enough along the way that real improvement could only happen if we understood the human mind. So ten years of our work took us there, resulting in teachings, seminars, and presentations such: “Difficult People”, “Two Brains”, “The Greatest Secret in the World”, “Defusing Emotions”, “The Amygdala and You” and so on.

In the May/June 2016 issue of “Mind” magazine by Scientific American, it was pleasant for us at CCCC to discover that many psychological thoughts presented were those that CCCC had worked with, and to a great extent, mastered. Those bold-faced connections of the May/June “Mind” issue we share with you now.

**The Science of How we Vote:** CCCC, in its PowerPoint presentation “Personality Predictability”, shows how voting is affected by human temperament. Once the major issue of each party is understood and transferred to a temperamental category, CCCC went on to accurately predict the last two federal elections in Canada while the knowledgeable pundits and daily press were way off the mark.

**The Genes of Left and Right:** As far back as 2008, CCCC showed that generally speaking, *Producers* (of the PAVF temperament scale) would for the most part, vote to the right. Part of that CCCC dissertation went on to state that *Friends* would vote to the left. Further, it went on to state that *Analyzers* would stick to past patterns, while *Visionaries* would be flexible in their vote, responding to political ideas that showed innovation or keeping up with the times.

**City Parks may mend the Mind:** In its 2013 paper the “Birds and the Bees”, CCCC expounded on the primordial drivers of humans, harking back to the era of 30,000 to 700,000 years ago when we humanoids lived in and thrived in nature. So it lies within our genes and mind to sense relief when we return to nature – in parks, by a river, in front of a bar-b-q, at our cottages, and so on.

**The Hidden Harms of Antidepressants:** Since 2010, CCCC has been lamenting that ADD (*Attention Deficit Disorder*) is not a disease, but a natural state for a person strong in *Visionary* tendencies. Our school systems, designed for those opposite to *Visionaries* (i.e. for *Analyzers*) dubs those *Visionaries* as scholastic outcasts and in trouble, taking the unprecedented step of supporting medication, to get the ‘maligned’ students calmed down and on the ‘right track’. Such history offers the very reason that Alfred Einstein and Steve Jobs failed their early schooling.

**Happy in Mid-life:** Happiness rises through our thirties and beyond as people begin to grasp and take hold of the steps to happiness, similar to those seven steps prescribed by CCCC. We need to cast off customs, superstitions, and inappropriate rules of society to find our own place and our own level.

### **CCCC Seminars in 2016:**

- **21 Jan**  
Guadalajara, Mexico
- **4 May**  
Ottawa, ON
- **18 Aug**  
Guadalajara, Mexico
- **Oct**  
Kitchener, ON
- **6-13 Sep**  
Arnprior, ON

For more information, go to:  
[www.caswellccc.com](http://www.caswellccc.com)

**CCCC offers:**

1. **Read** about the CCCC management methodology for **\$40** electronically or **\$400** with a set of 12 books (2,700 pages) in a hardboard case.

2. **Learn** about the CCCC management methodology by attending the week-long **Practical MBA, September 6-13, 2016 \$7,500.**

3. **Act** on the first step of resolving your key issues with a tactical planning session by CCCC at approximately **\$10,000.**

4. **Engage** fully in the *Climb to Excellence* right from the start (3-year step-by-step program) guiding you to *Excellence*, **\$150,000** (\$4,200/mo.)

**Multi-tasking by Brain Wave:** During its *Practical MBA*, CCCC demonstrates the false beliefs of humans that they can effectively multi-task – and the brain-wave measurements also clearly deny multi-tasking.

**How to be a better Arguer:** Four points offered by *Mind*, trip into the arena of the CCCC advice on how to react when under stress. We invoke the stressed logic part (Brain 2) by asking irrelevant questions.

**Extremes** (in the suite of Terrorism articles): Discusses how humans are structured to follow the leader which resonates with the CCCC lecture of “*The Emperor has no Clothes*”, wherein the masses follow the leader even through nonsensical pronouncements or actions. **Extremes:** also refer to anti-Islam rallies that do the opposite intended, namely they help ISIS to polarize Muslims and anti-Muslims. This ties into the CCCC article, the “*Perversity of Blame*” of 2003, which states that blaming achieves the opposite ends intended – always leading away from cooperation and away from solutions. Further, **Extremes** states in a red heading that “Terrorism is not so much about spreading fear as it is about seeding retaliation and further conflict.” In its series about conflicts, CCCC emphasizes the continual choice that always lies before us: to escalate conflict or to de-escalate conflict.

**Recruitment 2.0:** This *Mind* article explains how abused females from the West (70% of whom are estimated to be rape victims) are enticed to support a single Muslim male, treading into the CCCC teaching of the enormous power of bad childhood experiences that override our logical common sense.

**The Threat:** could have been extracted from the CCCC lecture on cooperation that shows ‘threats’ lessen the human’s desire to cooperate. This *Mind* article referring to thugs setting the Roman city of Ostia on fire in 68 B.C. parallels the CCCC message that little has changed in thousands of years: thugs, teenager rebellion and other societal problems today are just as they were in the past. The threat studies of *Mind*, with headings such as “Are you with me?” (the delusion that others think the way we do) and “See Something, Say Something” (the powerful effect of the presence of others in twisting personal decision making), “Swarm and Norm” (the bias we show when seeking a second opinion), “Tribal Ties” (our hardwiring to belong to a group), “Paradoxical Priming” (breaking down the barrier of historical grievances – such as the Israeli-Palestinian conflict) all find common ground with CCCC teachings.

**With a Little Help from our Friends:** Studies of apes and genetics reveal how friendship improves our health and well-being and how it played a part in our evolutionary study. These thoughts trip right into one of the main CCCC references of 2005: Frans de Waal’s work with bonobo apes (*Our Inner Ape*).

**For Shame:** points out, as do CCCC papers on blame, that “public shaming on social media such as Twitter is a powerful punishment but it risks making the wrongdoer defensive rather than repentant.”

**The For-Real Science of Brain Training:** falls in with my hypothesis that at age 77 I remain young in spirit because continuing to work in a field that I love (overseeing corporate development) demands constant use of my brain thereby expanding my ‘brain muscle’ keeping it (and me) alert, alive and young.

I hope this article has been able to help exercise your youthful brain, too.

Good luck,  
Bill

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