



When you take a look around, there's a lot you could be peed-off about. The last two years have exposed politicians, the media, the medical profession, celebrities and law enforcement to scrutiny. Under scrutiny, the scrutinised often gets exposed as inadequate, corrupt, having hidden agendas, or being insincere. When society is constantly bombarded by the outcomes of scrutiny, it's tough not to become disenchanted at best and totally cynical at worst. It affects how you feel about our leaders, your info services and even your community. In short, it affects the cohesion of society. Question: Can you think of one public figure in any of the fields I've mentioned, who has survived scrutiny and been better off for it? Question: have you noticed how aggression and conflict are components of the premise for most 'reality TV?'. Whilst PC admonishes exclusion, bullying and objectification, pop culture is riddled with 'celebrities' and franchises that make it an art form. And what about the language?! Holy \$\*%!! 17 years of policing taught me that when you're confronted with bad behaviour, you need to remain objective. That's tough. Especially when you encounter it daily. However, if you can do it, the outcomes are better, the mood it leaves you in is better and you grow a thick skin because what you remember is the victory you had rather than the collateral damage you contributed to. Yes my friend's, whomever said, "fight fire with fire" was no fireman. What's left of the page; let's take a look at how to observe without judgement from one of the best!

**Sir David Attenborough** (right-at top) is a beloved and world-renowned anthropologist, & spokesman for nature. He witnesses nature at its rawest. **Does he judge the male lion that kills all the cubs in the pride to ensure that its own DNA lives on? Does he judge the hyena pack for literally eating the baby zebra alive?** Within the context of nature, he attaches **no judgement** because to do so would prejudice his potential **to understand, learn from and ultimately protect the natural world**. To moralise would be to attach humanity to non-human behaviour which is both inappropriate and reduces the likelihood of being of value. Why? Because it results in "**cognitive dissonance**" – that mental standstill you come to when your bias meets what you're experiencing. This serves us with a fantastic example of how to handle behaviour that we personally find either distasteful or against our upbringing. If you're the sort of person who reacts to rudeness or anger, there's absolutely nothing wrong with you. That is human. The reason it's happening is chemical. Adrenaline has been secreted into your blood stream to increase your strength, make you fight harder or run away faster. It does not however assist in finding alternatives, or achieving any kind of consensus. Even positive outcomes usually involve your own sacrifice. This diminishes any chance you have to gain a victory and a commission. So, the question becomes; how do you remain observational (or detached) when someone is in your face? **You need to 'become' Sir David Attenborough**. So put on your safari suit and your pith helmet and **observe**. Note that the tantrum (for example) is just a stupid display offered by people who either haven't got the brains or the courage to articulate their concerns in a civilised fashion. **Never mistake bravado for courage**. So, let's not take the bad behaviour too personally, OK? The reasons people behave badly have been forged long before you met them and they'll be behaving like that long after you've forgotten them. Judgement won't allow you to provide a solution but maybe observation will. Car salespeople often claim they "burned" a nasty customer. That's just a consolation prize for not being able to engineer a good outcome. If they arrived in a car, it proves that it's possible to sell them one because somebody did before you. It'd be a shame if you couldn't. Here's where you shift from judge to observer; Your nastiest customer is still giving you something; right? An opportunity! So, say "**thank you**." They won't expect that and it takes their power away. Pretend you're watching a chimp in a rage. You'll see the funny side and you'll keep your cool too. Cool heads do prevail. Are 'all buyers liars' as the saying goes? Maybe so but what happens when you sense you're being lied to? You lose respect for the other person. Sometimes selling is adversarial and you can't afford not to respect an adversary. So, if you can't respect the person in front of you or their behaviour, what can you respect? How about that opportunity I mentioned? That's a gift and sometimes the most satisfying sales you ever make are to those people who said they were never going to buy.



**GENETICALLY**, chimps are very close to us. Behaviourally, that is true too. With chimpanzees, it's instinct. With us, it's cognitive dissonance that makes it tough to compute data that is against our programming (our attitudes) which is why we tend to gravitate to people like ourselves. Imagine how useless a psychiatrist, a judge or a counsellor who could not remain observational, would be? Or a boss for that matter. Cops who can't do it, seldom last.

Revenge motivates people. We love watching a good 'own' on YouTube. Sadly, it's cognitive dissonance that keeps people opposed and it's the reason politicians behave like petulant children. For you personally, the most satisfying experience and the one that will contribute most to your reputation, is when you prevail against the odds. Consider that you're pitting your character against your opponent, not your brain and NEVER your ego. Winning will take care of that!

A MASSIVE THANKS THIS MONTH TO THOSE WHO'VE PURCHASED MY BOOK. THE FEEDBACK HAS BEEN HUMBLING