



Book Outline

3 pages



Rushmore Strategy Rebuilding Trust in America

Winning the Hearts and Minds of a Nation

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INTRODUCTION

- Mission-Purpose:
 1. Change the course of America’s Descent into Darkness, Distrust, Divisiveness, & Discord (D4)
 2. Rebuild Trust, Collaboration, Unification, Civility, Bipartisanship, & Inspiring Leadership in Institutions
 3. Build New Generation of Young Leaders to guide & navigate in our inter-connected world
- KISS – Keep it Simple & Straightforward
- Why the Living Ill-doers are not mentioned in this book
- About the Author

PART I -- STATE OF DISTRUST IN AMERICA

1. The Sharp Decline in Trust

- Trust in U.S. Institutions takes another big hit
- What went wrong
 - Schools
 - Family
 - Politics
 - Media
 - Entertainment
 - Business
 - Religion

2. Dire Consequences

- Political
 - Our democracy is at stake
- Economic
- Social
 - Family
 - Community
 - Schools
 - Religion

3. What the Founding Fathers & Founding Sons Believed

- The Idealists, the Realists, and the Enlightened Realists
- What the Founding Fathers Learned from the Greeks and Romans
 - Core System of Greek Values
- Why George Washington was the Most Trusted Man in America

4. Value of Trust

- Political
 - Reviving Democracy
- Economic
- Social
 - Family
 - Community
 - What hasn’t worked
 - Schools
 - Religion

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- Ethics Alone
- Transparency
- Education has stopped working
- Education in America
 - Loss of Our Moral Compass
 - Finding Personal Mission & Purpose in Life
 - A New Role for Education
 - Designing a Rebirth

PART II – LEADERSHIP’S IMPACT ON THE PROBLEM & SOLUTION

5. Consequences

- Law of Unintended Consequences

6. How the Collapse will Happen

- Delusion, Amnesia, & Attachment to False Prophets
 - Divide, Undermine & Conqueror Strategy – Self Interest to its extreme

7. Beware the Beast

- Into the Heart of Darkness
- Why America must Learn to Discern the Dangerous Leaders
 - Authoritarian Psychopaths
 - Authoritarian Machiavellians
 - Authoritarian Narcissists
 - Authoritarian Advocates
 - Cynics
 - Authoritarian Followers
 - Walking Wounded
- Fundamental weaknesses of Dark Leaders
 - Demand Loyalty in the Absence of Trust
 - Cannot Build Trust
 - Cannot Create Alliances
 - Cannot Accept Responsibility
 - Cannot Build, Must Destroy
 - Energies Focus on Defending and Acquiring, not Unifying & Building

8. Social & Political Power of Trust

- Tyranny & Distrust
- Impact on Democracies
- On Families
- On Communities & Local Institutions
 - Churches
 - Education
 - Police
 - Volunteer Service
 - Small Business

10. Economic & Innovative Power of Trust

- Massive Economic Effects
- Correlations of Prosperity and Trust
- Bottom Line Impact on Business
- Greek Golden Age of Innovation
- Fall of the Roman Empire
- Why the Dark Ages were Dark
- Edison – the ultimate collaborator
- Dynamic Differential Energy

PART III. HOW COLLABORATIVE LEADERS IMPACT/BUILD TRUST

11. Securing the High Ground

- Powerful Belief Systems

13. Understanding Human Behavior

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- The Duality of Human Behavior
- Character Development
- Four Drives
- Character Development in 4 Drives

14. Trust Architecture

- Difference between Trust & Ethics
- Understanding Fear
- Understanding Anger
- NeuroChemistry of Fear
- Ladder of Trust

15. Collaborative Innovation Architecture

- Synergy and the Grand Design for Humanity

PART IV – IN THE ARENA – STRATEGIES & TACTICS TO REBUILD TRUST

16. Tools of Darkness

- Propaganda
- Ten Techniques of Manipulators

17. Diffusing the Bombs – Tools for the Spiritual Battle for Dignity

- Becoming a Better Communicator
 - Art of Active Listening
 - Understanding Anger
 - Creative Inquiry
 - Four Dimensional Discourse
 - What to Avoid

18. Negotiating inside a Win/Lose Game

- Win-Win & Beyond
- Countermeasures
 - Deflecting while Building Trust
 - Using the Trust Ladder
 - Using the Eight Trust Principles
 - Operating Covenants
 - Expose
 - Diffuse
 - Slow Down
 - Elevate/Inspire
 - Avoid
 - Provide Choices
 - Fight Honorably
- Changing the Rules of the Game
- Avoiding the Traps
 - Being Sucked Into a Losers Game
 - Being Sucked Down
 - Becoming Worn Out
 - Beware the Beast’s Evil Motives
 - Believing You’ve Won
 - Protecting Yourself

19. The Collaborative Leader seeks to:

- Stop the knee jerk persecution of government.
- Focus on Issues, not People (unless they are dark)
- Unify not Divide

20. Conclusion

- Rushmore Strategy in Your Back Yard
- What must be done
- Call to Action