



CENTER FOR CRITICAL THINKING INC.

AN INTERACTIVE DISCUSSION GROUP

*EVIL LEADERS
PROPAGANDA
LUCIFER EFFECT*

*PLUS
ANTIDOTE
STRATEGIES*

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Americans are constantly asking the questions:

“What has happened to the America I once knew?”

“Why are we destroying the very democracy that has given us social freedom and economic prosperity?”

“What can we do to turn around this relentless march into chaos?”



RUSHMORE STRATEGY



• HOW TO GET AMERICA BACK ON TRACK

EVIL --20TH CENTURY: 150-200 MILLION DEATHS ATTRIBUTED TO CRAZED AUTHORITARIANS

We know the Notorious Names:

- **EVIL LEADERS** wreak havoc upon the world, ramrodding the world into hideous wars.
- Bible, Greek History, Roman History, Medieval History, or Modern History
- Supported by a cast of **MISGUIDED AUTHORITARIAN LEADERS**
- **WHY???**



1. EVIL DARK TRIAD

BEWARE THE BEAST

Convergence of Three Personality Disorders

1. *Psychopaths without Conscience*

- Ruthless Barbarians, Untrustworthy, Bad Character
- Retribution, Vengeance, Vindictive

2. *Machiavellian Manipulators*

- Ability to Outmaneuver to their Personal Advantage

3. *Megalomaniacal Narcissists*

- Self-centered Egomaniacs Aggrandize Self Image

*Unbridled
Ambition*



Puppet Master

Attract Misguided Leaders
with the some Similar
Personality Disorders



2. PROPAGANDA MATRIX

BEFUDDLED

Manipulation Tactics

- 1. Blame***
- 2. Enemies***
- 3. Fear***
- 4. Uncertainty***
- 5. Doubt & Distrust***
- 6. Discord***
- 7. Lies***
- 8. Extremism***
- 9. Demagoguery***

Manipulation Narratives: *Assortment of Labels, Slogans, Ready-Made Judgments:*

- 1. Half-Truths**
- 2. Name Calling**
- 3. Glittering Generality**
- 4. Testimonial**
- 5. Authority Transfer**
- 6. Good for Plain Folks**
- 7. Card Stacking**
- 8. Smear & Slander**
- 9. Band Wagon**

10. DARVO – Deny, Attack, Reverse Victim & Offender,



3. THE LUCIFER EFFECT

WHY GOOD PEOPLE DO BAD THINGS & CHOOSE BAD LEADERS

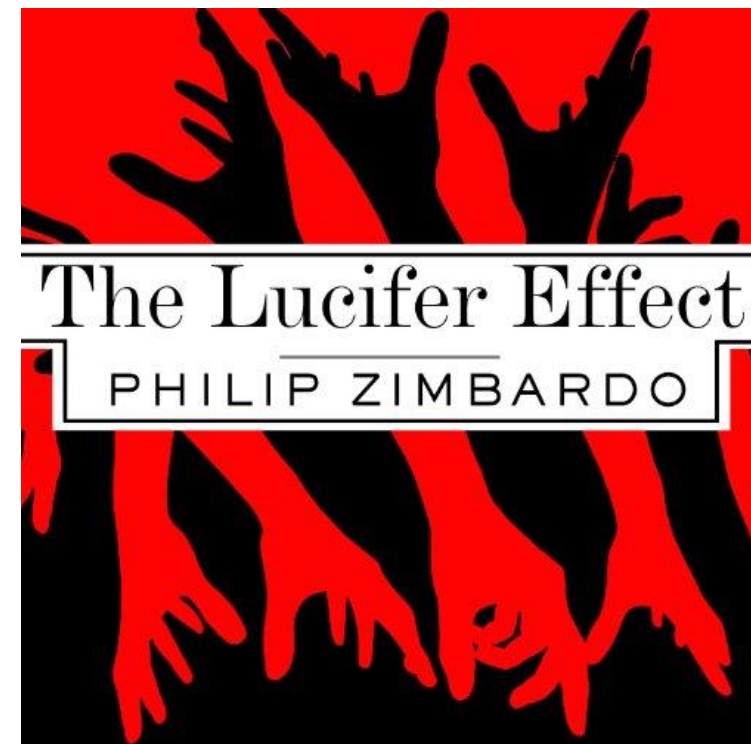
When main causal agent in decisions is not the individual, but the “system” (the “culture”) into which people are thrust which makes specific demands of them...

Especially when subjected to:

- Unrelenting Abuse, Stress or Brainwashing
- BEFUDDLED circumstances
- Expectations that Demand Fulfillment

... good people can do very bad,
even evil things.

Leadership with Moral Character Essential



Zimbardo, Phillip; *The Lucifer Effect – Understanding How Good People Do Bad Things*; Random House, 2007



EMOTIONAL MIND WARPING

POLARIZATION of America



We can destroy ourselves just as quickly by Cynicism as by Bombs



4. STRATEGIES TO COMBAT EVIL & BEING BEFUDDLED

- ✓ Exposure
- ✓ Listen
- ✓ Ask Questions
- ✓ Take the High Road
- ✓ Be Articulate
- ✓ Say NO!
- ✓ Outrage
- ✓ Check Your Facts
- ✓ Monetary Starvation
- ✓ Character Counts!
- ✓ Centrist Neutralization
- ✓ Wisdom – Golden Rule





RUSHMORE STRATEGY

**America's
Biggest
Deficit**

**Leadership
& Trust
Deficit**

- ***Unite*** -- Not Divide
- ***Inspire*** -- Not Open Fire
- ***Elevate*** -- Not Denigrate
- ***Embrace*** -- Not Disgrace
- ***Enlighten*** -- Not Frighten
- ***Enthuse*** -- Not Confuse
- ***Engage*** -- Not Enrage



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NSL4A

National Security Leaders
for America



Open Discussion

What's Important?

What's Missing?

What Shifts in Thinking?

What's Possible?

What Actions are Required?

What Must be Done Differently?

Counter-Points?

Key Take-Aways?

**TRUST DETERMINES THE COURSE OF HISTORY,
THE DESTINIES OF NATIONS,
AND THE FATE OF PEOPLE**

-- Paul R. Lawrence, Professor,
Organization Behavior, Harvard Business School

**IT IS DISTRUST,
THE LACK OF CONFIDENCE,
MORE THAN ANYTHING
ELSE THAT DESTROYS
CIVILIZATION.
WE CAN KILL CIVILIZATION
BY CYNICISM JUST AS
EFFECTIVELY AS BY BOMBS.**

-- Kenneth Clark, Civilization



DISTRUST

**Achilles
Heel
of
Civilization
& Community**



EIGHT TRUST PRINCIPLES

- 1. Fairness & Reciprocity**
- 2. Accountability & Integrity**
- 3. Respect & Empathy**
- 4. Truthfulness, Courage**
- 5. Honourable Purpose**
- 6. Ethics & Excellence**
- 7. Safety & Security**
- 8. Transparency & Openness**



From my Paper on Hitler's Propaganda Machine
written in 1969 @ Brown University

Fourth, propaganda must take advantage of the proper situation. Propaganda thrives on social confusion and frustration. People seek the security of order and straightforwardness. When confused they respond to only what they want to hear -- that which resolves dissonance.-- the propagandist's delight.

Fifth, democracies are just as susceptible to propaganda as totalitarian states. Because democracies derive their legitimacy from the majority, it is in the interests of the governmental hierarchy to ally themselves with the majority. If this majority is confused and frustrated, like America today, it is prone to accept those arguments that most simply explain the reasons for their disillusionment. They become susceptible to believing in villains and scapegoats that are intent on playing havoc with the society -- and those villains and scapegoats today are the Communists and the Vocal Minority.

