

# Holistic Problem-Solving for Stopping Companies' Manipulative Tactics Against Society

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*Photography: Jose Antonio Gallego Vázquez*

*"Enough of this everyone standing in unity across the world; it is time for action"  
(paraphrased)*

- Dr. Ian Pearson (BSc DSc{hc} CITP FBCS FWAAS FWIF)

Some will incorrectly interpret the above paraphrased tweet of an academic friend of mine Dr. Ian Pearson as calling for a physical revolution, or something similar. This error is an example that illustrates the inability of most people across space and time to see things holistically, to critically see and think about things.

Before venturing into this work, to clarify Dr. Ian's idea in his tweet, he merely calls for the same thing that this piece does — action, not mere words, of the minds that will lead to a proper, whole, i.e. holistic, vision and ability to strategize real (peaceful) solutions to vile complex global issues that can be implemented now.



*Photography: Patrick Tomasso*

This issue stems not from fear, but from a blindness in people's vision and mindset. It stems from an inability to see things all the way through. It stems from an inability to see how variables are interconnected and how they

affect each other, both positively and negatively. It stems from an inability to see all the variables that are obviously related, but also all the variables that, at first glance, seem to be unrelated yet actually benefit or harm the foundations of situations. It stems from an inability to holistically problem-solve.



*Photography: rawpixel*

This piece was inspired after I recently read yet another email sent to me by a person who sells products and services. This being one of the few subscriber lists I actually enrolled into, due to the overwhelming medical and scientific evidence of health benefits for his products and services. The email basically stated the paraphrased statements below.

*Have you noticed tremendous improvement in your health?*

*Have you begun living a more fulfilled life from these products/services?*

*Then help others across the world who continue to suffer for years from the same ailments that you now overcame.*

*Help others who suffer from even worse ailments than the ones you now overcame.*

*Tell your story and the reality of well-being that you found after (this is where he inserts his products/services) simply by posting your picture of your before and after pictures to our Instagram account, or recording your real life-story on YouTube, or posting your heartfelt story on our Facebook account.*

To this calling, many, thousands of people have answered. They strongly and happily want to help others so they get onto their computer and start typing or video recording away to help tell their story to the world, to their fellow human beings in hopes of inspiring others to action for tremendously better health. This is because most want to

help others, especially in this time of a veil of global humanity that is spreading across the world (although, this typically is a superficial veiled practice/movement, due to variables that originate deep within the foundations of human systems that most do not see — more about this to come in later articles). But, there is something wrong with this action. Do you see it? Before I answer, let us view a similar action that has become accepted status quo by the general public these days.



*Photography: Steve Johnson*

Most people on this planet have a company they love, be it a local neighborhood store, or a large multinational corporation. Most have a company they follow on social media, and/or YouTube, and/or in an e-newsletter or subscriber list. And why? One superficial reason is because most who feel well-treated by certain companies like to tell their story and recommend those companies to others. On a deeper, psychological level, most love giving their opinion about things, be those things positive or negative based. On a deeper level still, people love to speak about their own story; they love to be heard and listened to. On a deeper level still, most have a psychological attraction to power (be it seemingly sinister or seemingly innocent). And on a deeper level still, most admire the power behind others listening to them and those others acting as directed/advised.

So, when was the last time you completed a “simple and fast” survey? Or, when was the last time you completed a survey to enter to win a prize? Companies are deeply versed in the above-mentioned variables that move people to want to speak about something, to give their opinion about something — a company they like, or a product they like, or a service they like. Companies are also deeply versed in the above-mentioned variables that move people to want to speak about something to help others across the world; to perpetuate a humanitarian

effort. Capitalizing on this fact, they send out manipulative requests that take advantage of those variables which move people to various actions. With this, companies have been able to increase their revenue by gaining free advertising, free marketing, free testimonials, free canvassing, free R&D, and free references.



*Photography: Josh Wilburne*

The deep systemic problem with this is that most people do not even see and then realize things all the way through; most do not see the connection; most do not see how far these benefits of companies are based on manipulation. One way to help see the thoroughness of things is to reverse the situation and see if it continues to make sense.

Would companies agree if you told them they can have the chance of winning a customer testimonial from you if they first gave you a free product/service? Or, would companies agree if you asked them for a professional testimonial or recommendation letter because you bought their product/service? Or, would companies agree to providing you free advertising for your business, or search for jobs or education if you bought their product/service?



*Photography: Kai Pilger*

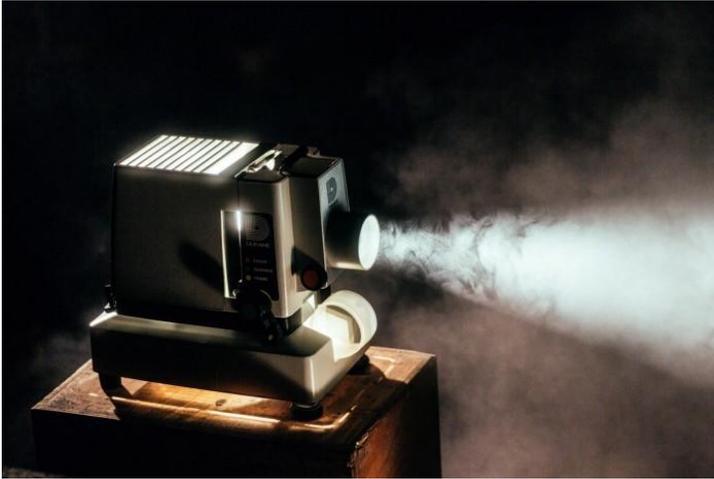
I think it safe to say no one would believe any company would do any of the above. So, why then are millions of people then doing those things for companies? Especially when so many people these days constantly complain about, rally against, petition against, talk and write about so many global issues that stem from companies not being humanitarian-minded. Some of those issues being:

- Ever-widening financial gap between the rich and the non-rich
- Companies squeezing employees more effort being put into the job with less salaries
- Companies allowing job attrition which forces employees to do the work of multiple people instead of only doing the work of one job
- Companies decreasing portion sizes for multiple products (e.g. a bag of chips diminishing from 10 ounces to 8 ounces) but no decrease the cost, and, some companies are even decreasing the sizes and increasing the costs of those products
- Companies' tactics contributing to the disappearance of the middle-class



*Photography: Natalya Letunova*

The reason why this is so is because this global society severely lacks a holistic vision that enables them to see things thoroughly, to see all variables all the way thru. This limited vision, in turn, leads to a limited mindset, a limited thinking foundation. It is basically like a house that is built upon an unsturdy foundation. That house's foundation lacks the proper variables, components (e.g. concrete, wood, metal, etc.) that would otherwise grant the house a solid, stable, and complete foundation which it can stand on for centuries.



*Photography: Jeremy Yap*

This lack of proper vision, lack of holistic vision, lack of what is called holism, parallels the problem Kevin Costner portrayed when he acted as the New Orleans lawyer Jim Garrison who brought the government to court in the movie "JFK". Around the center of the movie, Garrison is contacted by Mr. X, a former military and security intelligence officer who would have been assigned to then-President John F. Kennedy's security detail when JFK visited Texas. Mr. X meets Garrison to give insider information regarding the JFK conspiracy. It is important to note that, up until this time in the movie, Garrison has a good idea of who helped assassinate JFK, how they did it, and why. However, while Garrison is speaking with Mr. X, he realizes that his vision, his mindset, in fact, his entire skillset of problem-solving were greatly limited in this landscape.

Mr. X continues to evidence Garrison's doubts and disbelief by saying his thinking is too limited as he has not seen the issue thoroughly and, thus, has missed many variables that answer the "Who?" and "Why?" behind this assassination. Mr. X tells Garrison to think about a trove of overwhelming variables, e.g.:

- Who would benefit from the killing?
- Who would profit from it?

- Who was at odds with JFK and his proposals on international war and policy?
- How many war machines (helicopters, tanks, artillery equipment, etc.) were lost in the war and who would benefit from a continuation of manufacturing and utilizing more of those war machines in the war?
- Which of the war machine manufacturers were facing bankruptcy before the time of the assassination?
- What his policy changes to national security, intelligence agencies, and military departments would have meant to opponents of JFK?

This is my favorite part of this movie blockbuster because it so beautifully summarizes the, unfortunate, state-of-affairs of this global society's limited vision, mindset, and lack of holistic problem-solving skills, of seeing the world as it truly is, holistically. It alludes to the inability of people the world over to make proper and complete connections between variables, both variables that harm and variables that benefit. It is a succinct portrayal of people's inability to see the equation "if A then B". This truth is, sadly, mostly regardless of people's education, social backgrounds, professions, ages, and experiences. Such a thing is only due to the fact that holistic vision, holism, holistic problem-solving is not being taught and perpetuated throughout schools, society, and workplaces.



*Photography: Adi Goldstein*

So, because of this ailment in this global society's vision and mindset, companies take advantage of people the world over in multiple ways (e.g. the acceptance of giving companies free marketing, advertising, testimonials, R&D, PR, and more). Making this issue worse, while, mostly unknowingly, continuing to benefit companies in this manner, many believe others who do not do this

same action (i.e. others who go against the status quo, which is believed to be the humanitarian action, the “right thing to do”) are non-conformers who are causing disruption to the supposed peace between doing the right thing with companies who, seemingly, via these manipulative tactics, are helping the world unite via helpful and supportive products and services. People do this while complaining across the world of the above-listed issues while pointing to companies and politicians as the main offenders without seeing how their own actions perpetuate those same issues. In turn, the companies and politicians point outward to other variables for the fault of those issues. This back-and-forth concept of pointing to everyone else is similar to topics I previously addressed in other works regarding people doing this same tactic in various arenas of life.

- [My Religion Is True. But Everyone Says I Am Going To Hell](#) (22 March, 2012)
- [Society’s “Others” Group: A Numerous Group of People Consisting of Nobody](#) (10 December, 2012)
- [Ever-Increasing Erosion of Values & Civility In Today’s World Blamed On The “Others”](#) (09 September, 2018)



*Photography: Charlota Blunarova*

This inculcated chronic inability to see how A is related to B, and how A and B give way to C and D is catastrophic for people who are part of an interconnected system (e.g. the collective system of this planet that includes this global society’s well-being, safety, education, and potential). The

lack of such an important ability is already insidiously advancing across countries, cultures, and industries, as noted by a few experts, similar to the one noted below.

*“What is needed these days is a complete overhaul of the way people see and think about themselves, each other, and the world; a complete revamping of people’s cognitive foundations. Whatsmore, such an overhaul must be ingrained into all our education systems across the world. Only with such a program will we be able to regain our full potential and benefit from tremendous solutions that we cannot even begin to fathom right now with our limited mindsets.”*

- Dr. Ruben Lambert (Psy.D.)

Licensed Psychologist | Zen Master (Korean Zen Tradition)

[www.WisdomSpring.com](http://www.WisdomSpring.com)



*Photography: Josh Rocklage*

Unless each person first acts to improve his/her situation, to acquire the ability to see the world holistically, to see the Interconnectivity of things that surround them everyday and control their world, to see how giving a “simple and fast” survey or testimonial (seemingly, purely to help others), there is little hope of resolving those issues that many complain about.

- Ever-widening financial gap between the rich and the non-rich
- Companies squeezing employees more effort being put into the job with less salaries
- Companies allowing job attrition which forces employees to do the work of multiple people instead of only doing the work of one job

- Companies decreasing portion sizes for multiple products (e.g. a bag of chips diminishing from 10 ounces to 8 ounces) but no decrease the cost, and, some companies are even decreasing the sizes and increasing the costs of those products
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With a revamping of the way people see and think about the world, we can ensure these issues do halt and do not continue to stifle the well-being, safety, education, and potential of all of us collectively.



*Photography: Bruno Cervera*