

Character is our Bailout

Based on the upcoming book
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If you watch the news or read the newspaper you will be very aware of the current Buzz word, Bailout, It appears in print constantly and is repeated on news broadcasts every minute worldwide.

Consider the task of turning the very apparent economic challenges that have affected individuals, families, corporations and our own government, back to a healthy right side up economy. The very word "Bailout" has negative connotations based on our legal system and getting released from a painful situation, incarceration, based on a monetary exchange.

In general, we are masters of addressing effects, while totally ignoring causes to the extent that we would seriously compromise our physical health and our financial stability and well being. We have taken the Free Enterprise and Capitalistic system, and for all general observations, turned it into a Free for all, with no apparent underlying ethical foundation and a complete indifference toward morals, character and integrity.

Greed is an every day occurrence that strikes with the regularity of the rising sun. Indifference has replaced common sense and consumerism has become the life purpose

Of so many individuals seeking happiness and fulfillment, never to realize, it is an internal endeavor.

Indifference has a rather simple starting point, it can go something like this, you are traveling on the interstate highway at the posted speed limit, from behind comes someone traveling approximately 20 miles per hour over

the posted speed limit and he or she looks over at you like you are ignorant and are a nuisance. You are standing in a line to board a flight, the person in front of you is talking on a cell phone and continues to talk as he or she passes the check in person, then walks down the jet way onto the flight passing by the flight attendant, still on the cell phone, then attempts to load hand carry in the overhead, still on the cell phone, the aircraft door closes, the flight attendant asks the person to please shut off the phone, the person talks until the flight attendant asks a second time only to get a rude response from the passenger.

These are just two simple examples of everyday indifference to values, rules of law, authority and pure common sense and personal courtesy. There are literally thousands of these situations talking place every hour of every day.

Now let's look at some far more serious issues of indifference. In the world of professional sports, it is almost a daily occurrence that the media releases a story concerning a major sports personality who is pushing the envelope of, winning at any price, by some form of cheating, and worse yet, attempts to lie their way out of the situation rather than taking responsibility for their actions.

Then of course you have the world of corporate business where in many cases the standard operating procedure is, lying is accepted behavior, and worse, lying is expected behavior, and as mentioned earlier, greed appears to be a by product of capitalism and the average business model is, anything goes as long as we make a profit. And, as if those examples are not harsh enough, loyal employees get terminated via E Mail.

Now for indifference at the highest level concerning elected leaders and public officials. When a president dismisses unethical or immoral conduct, when a governor knowingly delivers one message and lives a completely different lifestyle, when a senator or congress person operates with clear personal gain in mind, everyone is affected. The message is very clear, the countries leadership approves of indifference. The result is no universally practiced ethics or morals. Indifference becomes a way of life which leads to a deterioration of personal character, morals and values and seriously compromises our culture.

With all that being said, here is one major reason for this ethical and moral dilemma. We advertise everything without giving much thought to the potential moral and ethical consequences.

There is a marketing industry term called ‘Generated Impressions’, this term refers to company’s products and services being constantly visible through media images and slogans. These products images literally appear everywhere, millions of times per minute worldwide. When a company spends millions dollars to purchase a commercial spot during the Super Bowl, it is not so that individual immediately will run to the store and purchase their product, it is to make sure that their individual product stays on Top of Mind of all their potential customers. Everyday the average person is bombarded with millions of product and service images via television, print media, billboards and every imaginable vehicle for transmitting these images. The images portray everything from consumer products to plastic surgery, from investment schemes to borrowing money.

As if all those images are not enough, then there are all the generated impressions of every imaginable behavior pattern known to man. The American Psychological Association estimates that the typical child watches 27 hours of television a week and witnesses 8,000 TV murders and 100,000 acts of violence by the age of twelve. Is it any wonder that we are overwhelmed with a sea of emotional challenges with our youth? Guess what, generated impressions really get a result, now you may be starting to realize Why companies spend billions of dollars on Generated Impressions. It is a never ending constant reminder of what to eat, wear, drink, drive and what to do for entertainment.

And while all this is going on there are also millions of impressions being generated portraying negative behavior that stretches from lack of ethics and integrity to out right criminal behavior. In other words we have developed a culture of situational ethics, morals and integrity as a result of “Generated Impressions”, anything goes as long as we get our desired result.

Now here is the interesting question, when is the last time you have seen any generated impressions that represent values, ethics, morals, honesty and strength of character. It would be like if the front page headline of USA today read, There is Nothing More Important than Your Character, or a NASCAR car having a decal that read “Integrity is Everything” in a sport where some drivers boast” If you not cheating, your not trying”. What if a top name musical artist was wearing an embroidered shirt on stage that read “Live with Honesty”. Maybe this sounds too altruistic to think these examples would actually cause a shift in

awareness, maybe this is so simple that you did not notice exactly why you drink Coke or eat at McDonalds or drive a Honda.

Do you realize that the national statistic for cheating or have cheated in middle school, high school and college falls between 63% to 90%? Have you ever stopped to think about the number of bright yellow school buses that exist in the USA?, There are actually 440,000 school buses in the United States. Have you ever noticed that almost all school buses have one thing written down the side in large black letters?, the school district they serve. Do you realize that if a school bus had large black letters saying” Real Winners Never Cheat” down the side that behavior would change as a result?

(www.SchoolBusSolutions.com)

When it comes to children, it gets even more interesting when you start to realize that every time you say in front of your children, tell them I’m not here when the phone rings, that you are actually generating an impression that says to your children, it is OK to lie. Or how about when the boss says, tell him I’m in a meeting to avoid a call, and then finds out that his employees are stealing his funds as a result of his generated impression that reinforces ethics are optional. Or maybe it takes a government official that decides that extra marital affairs are an entitlement of their position and generates an impression that Trust is not important.

Now maybe you are crystal clear that “Generated Impressions” are subtle and extremely powerful and influence everything from consumption, addictive behavior, criminal behavior, debt, cheating, and the divorce rate.

Generating massive personal and national debt is not a solution, in fact, it

is the apparent problem. Think about the emotions that are created internally when debt is generated, fear and anxiety just to name a few. Do you make sound financial and emotional decisions when you are in fear and anxiety?. Does fear and anxiety promote Health and Well being?

Now that I have potentially created a shift in your awareness, it is easier to understand why “Character is Our Bailout”.

This country was created on a foundation of virtues, not indifference. Remember, nothing is More Important than Your Character”

So, what impressions will you generate today?

Visit:

www.CharacterIsOurBailout.com

