

Trying to be rational in an irrational world

By JACQUE BLOOM
A group of 25 women are lounging around listening silently as though hypnotized, listening to one dynamic masculine voice.

The silver-haired, distinguished-looking speaker stands erect, his eyes contacting every woman in the room. His voice commanding attention, his words penetrating.

He moves slightly at first with a kind of subtle body language, he gains momentum, boards and springs elegantly, then touches a shoulder or a hand, radiating enthusiasm. Arthur Brooks is a cross between Dale Carnegie, John Powers, Flo Zeigfeld and Walter Pidgeon. He's a

consultant in sales and management development in West Bloomfield Township, but now he's selling himself and his philosophies to his vast female audience.

The women are attending a "get-away weekend" at Mercy Center in Farmington, sponsored by Do Something Different Inc. of Birmingham.

BROOKS is as interesting as his topic. "How to be Rational in an Irrational World."

He's been a farmer, a logger, a lumberjack, an engineer and a gandy dancer. He built radio stations in Japan after World War II and lectured throughout the country for John

Robert Powers products.

He lectures and conducts workshops and seminars for business and industry. He is in television and commercial movies for 20 years, taught courses in professional salesmanship and personal development in Wayne State University's Applied Management Center and was sales and traffic representative for Pan American Airways in the territory of Alaska.

He tells the 25 women that he is neither an educator nor a psychiatrist, but he's teaching a five-week course at Mercy College in professional and personal development.

"I once asked a group of top executives a simple question. 'Who are you?'" he said.

"I only got two answers. This is a generation of idiots who are taught defrosting but not how to cook. It's a plug-in, pell-mell world."

"MAN IS ONLY 10 percent effective. He fails to ask questions, seek a better job, or have a real zest for living."

He's worried and afraid in a "Thank God it's Friday, my God, it's Monday again" society.

Brooks stops for a moment, flits from subject to subject and tosses in bits of optimism like "Our names weren't in the obituary column today," and "There's no bad weather, just warm clothes."

He talks about becoming socially adjusted to your life style, suggests recognizing the other fellow's point of view and adds a dash of trust: "Procrastination is the thief of time. Do it now and don't worry later."

"Apathy leads to mediocrity and to stagnation."

Brooks saunters to the blackboard and writes the words "Planning, Organizing, Activate and Control." The idea is, instead of letting things just happen, plan for change, discover new challenges, find wants, not needs, decide what must be done tomorrow and set priorities.

THE SPEAKER'S vitality is contagious. He is trying to impart so many ideas, they bump into each other in a mad scramble to tumble out.

But the women hang onto his every word. They are uncharacteristically non-verbal, magnetized and absorbed. No one stirs, lights a cigaret or gets up to take a cup of coffee.

Brooks is talking about starting an idea file. "Share your adult insight

into your own conduct. Establish a confidential relationship with one person.

"No one ever got an ulcer from having a sense of the ridiculous or broke down from working. Fear and worry are the enemies. About 75 percent of all illnesses are psychosomatic."

"We need mental vitamins and we're the products of internal verbalization. Our ideas are expressed in actions, making choices and in challenging, peer group contacts. The higher you go, the lonelier you get."

THOUGHTS CAN BE self-defeating.

Brooks believes. He advocates psycho-cybernetics (mind steering) and says a self directing mind is better than a computer.

"Anything the mind of man can conceive and believe, the hand of man can achieve," he says convincingly.

"It takes 21 days to supplant a negative habit with a positive one."

By 1980, he predicts, there will be a need for 700,000 managers in the country. But people, he contends, are conditioned to fear and lack of self worth.

"Change is the name of the game and you can create change. Execu-

tives, directors, managers, in fact all most everyone, have a common denominator — fear. They all say 'I'm not as good as...'

"Self preservation is loving thyself. The world is in bad shape and technology has come too fast. It's more important than ever to be rational and well adjusted."

"YOU HAVE 168 hours a week to manage and prioritize your time. You have one chance to make a first impression, and today is the day that counts. We have all met the common enemy—ourselves."



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