



E-Business Management Consulting

“Maximize Profits and Return on Investment With MBO Based Decision Making”

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Vote as if You are Choosing a Friend

Friendships do not happen by mistake. Most friendships emerge when two or more people share interests, activities, beliefs, human relation traits, and other qualities. Friendships can result in associations that are good and evil.

In its extreme people who share dishonesty, greed, selfishness, a craving for power, bigotry, racism, lack of respect for life, disrespect for others and bully others define their friendships by associations like the Mafia, MS-13, Proud Boys, Alpha 66 and Omega 7, Aryan Nations, Klu Klux Klan, Neo-Nazis, Business Cartels, Corrupt Political Organizations and other extremist groups.

In stark contrast people who are honest, benevolent, respectful of others, believe in equal rights, equal opportunity, have empathy for those facing adversity, stand up for human kindness and fairness have their friendships defined by fair treatment of others, honesty, public service, devotion to a love based religion, contribute to charities, place a value on human rights and peaceful relationships between their fellow citizens.

People chose their friendships by identifying people who share their personal profiles and are ultimately judged by the friendships and relationships they keep.

Making the decision as to who to vote for is like choosing a friend. Like a person engaging in a friendship that is readily defined by the observable quality and behavior of the friends, so too making the decision as to who to vote for in a local, state, or national election is often based on the voter identifying with the qualities of the candidates based on his or her own personal traits. This may not always be true. Some people give up their power to have an influence on the future and chose not to vote.

Some vote for a “fantasy” candidate based on some unfounded and delusional belief that the candidate would deliver some miracle outcome (Hitler created a fantasy attraction for Germans who believed in the fantasy he created that resulted in the tragedy of World War II).

However for a democracy to survive voters need to be informed about the candidates and make a decision as if they were choosing a new friend. Too often some voters are influenced by their “fantasies” and the hype, lies and promises made by political candidates and their campaigns. The result is that voters elect a fraud who was deceitful in his/her campaign to gain personal success and power. In this instance the voter’s fantasy proves to be just that, a fantasy unfulfilled.

There is another way to select a candidate who deserves support and a vote. As in determining who to become a friend it is easy to identify the qualities, character traits, behaviors and other personal profile information to apply as a standard to measure and select a quality candidate for political office. This is achieved by listing the positive and negative profile characteristics of the candidates for office and determining the degree to which the profile of each candidate matches a list of personal characteristics which are similar to the values you believe should be possessed by someone seeking election to a public office.

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For example the Positive Candidate Profile might include the following personality traits:

Is a Leader	Takes Responsibility	A listener	Unbiased
Is Honest	Willing to work with others	Benevolent	Transparent
Has a Plan	Uses Common Sense	Rational	Intelligent
Is Empathetic	Applies Scientific Evidence	Capable of Fair Compromise	Pragmatic
Respectful	Willing to Admit Mistakes	Capable of meeting a challenge	Selfless
Truthful	Accepts Blame for Mistakes	Willing to make fair Compromise	Caring

By comparison, the Negative Candidate Profile might include the following personality traits:

Deceitful	Denies Responsibility	Secretive	Limited Intellect
Dishonest	Lacks Compassion	Divisive	Insensitive to Others
Has No Plan	Lacks Empathy	Racist	Greedy
Disrespectful	Blames Others for Failures	Bigoted	A Liar
Autocratic	Selfish/Self Serving	A Bully	Irrational
Power hungry	Retaliatory/Punitive	A Name caller	Biased against others

Based on these two Candidate Profiles voters can use these objective standards to determine the degree to which any candidate's personal profile matches either the positive or negative qualities they desire in a candidate to represent them.

Democracy leaves the choice of what the country will be up to the voter. If the voters chose to support a Fantasy Candidate without an honest evaluation of the candidate's personality profile then, like in Nazi Germany the outcome may be disastrous for the country. Likewise, when a majority of voters support candidates who have a Negative Candidate Profile it will result in an autocratic government that reflects the negative profile it can be expected that the government will be characterized by those negative qualities to the detriment of the citizens.

As care needs is taken in choosing friends, similar care should be taken in determining who to vote for. People are judged by who are their friends and America will be judged by who voters elect to office. In the final analysis voters will elect representatives who the majority determines meet the standard they use to determine who to vote for. When the standard shifts to the extent that voters support candidates with negative profiles, they will pay the consequence of the loss of power and control over policy that protects the rights of individuals and a government that serves the best interests of those few in power.

If voters desire a democracy dedicated to serving all of the citizens of the United States those voters must take care to select and vote for candidates that live up to the same standard used to select friends. Don't just vote! Vote as if you were choosing a friend. After Election Day, everyone will know the kind of person you prefer as a friend and the kind of country you believe the United States should be.

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