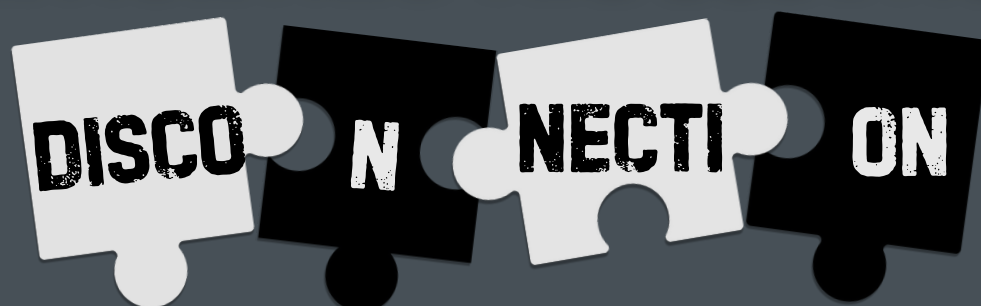




NAVIGATING THE ELECTION



We must bridge beyond the election madness and move people to action even when they are reluctant. This pamphlet, pulled directly from my new book, "Nobody is Coming to Save You," will help you do it.

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**YOU ARE A LEADER THAT IS DRIVEN
TO GET BIG SH*T DONE FOR THE
PEOPLE YOU SERVE.**

It's getting harder isn't it!? Division is at an all-time high in America. Politicians, media, and other institutional leaders are leveraging primal fear to divide us into tribal ingroups and outgroups. They knowingly exploit our obsession with mobile technology, social media and 24/7 news to transport us into a trance state of fear.

This can leave you feeling stuck as a leader. Unsure what to do next with three critical and seemingly impossible questions swirling through your head:

**1 "WHAT THE ACTUAL HELL IS HAPPENING TO OUR COUNTRY
IN THESE RECENT ELECTIONS?"**

**2 "HOW DO I REMAIN EFFECTIVE AS A LEADER WITHOUT
GETTING CAUGHT UP IN THIS MADNESS?"**

**3 "HOW DO I REACH THE EMPLOYEES, CLIENTS, FAMILY
MEMBERS, AND NEIGHBORS WHO ARE MOST TROUBLED BY
THE DIVISION DURING AND AFTER THE ELECTION?"**

It shouldn't be this way. We shouldn't be deprived of your leadership just because a trance state of fear and anger fueled by irresponsible politicians makes us look at our neighbor with a contempt normally reserved for our enemies.

I've been there. As a Green Beret, I've seen this in rough places around the world. Left alone, it ends badly, with loss of revenue, division of our teams and communities, and possibly even societal collapse.

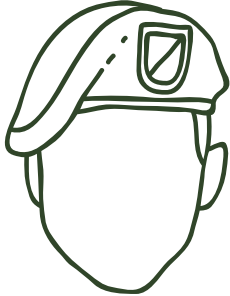
The odds are our leaders will not change their behavior anytime soon, certainly not before this election ends.



The truth is, nobody is coming to save you or me from this election disconnection. It's up to us. We can still get big shit done, and after 30 years of working in these tough environments here are some best practices to answer these tough questions:

1

"WHAT THE ACTUAL HELL IS HAPPENING TO OUR COUNTRY IN THESE RECENT ELECTIONS?"



ANSWER: YOU MUST READ THE HUMAN TERRAIN LIKE A GREEN BERET:

In Special Forces we study the human operating system to make sense of what's happening, even when things seem crazy. Our brains have not changed in 25,000 years.

When we experience persistent fear, it puts us in a primal state of survival. Our sympathetic nervous system kicks into fight, flight, or freeze. The ancient part of our brain, the amygdala that assigns the emergency conditions to us, doesn't know the difference between upsetting comments made by a detached politician and a grizzly bear charging you in attack mode.

Politicians know this, corporate news producers know this, and you should, too. Knowing this creates a competitive advantage in making sense of election chaos. Why? There is a primal, fear-based response that divisionist leaders are manufacturing in this election.

When we are afraid, we become hyper - focused on the threat and surviving, even if the threat is another candidate or someone who believes differently than us. We go into a trance-like state (a state where are you losing conscious awareness and dropping into semi-conscious fear-based behavior).

When we are in this trance state, our fear causes us to adopt a survival-scarcity mindset. We start to group with those like us to help us survive. We look at other groups as the enemy.

The odds are our leaders will not change their behavior anytime soon, certainly not before this election ends.

TRY THIS

ASK YOURSELF: AM I WITHDRAWING INTO GROUPS THAT LOOK AND THINK JUST LIKE ME?

When we are in this manufactured trance state, our fear gives way to anger as a secondary emotion. Civil discourse disappears. Logic vanishes. The constant bombardment of social media and 24/7 news causes us to look at out-groups with contempt and rigid moral superiority.

As our primal emotional response instincts kick in, anger makes us stupid according to psychiatrist Dr. Ivan Tyrrell. Our myopic state of survival causes us to lose our higher intelligence function. Reason and shared perspective, essential for democratic civil society go out the window.

Fear-based content about rival outgroups is the most shared content on social media and what holds the most attention on the 24/7 news cycle. Programmers know this. Marketers know this. Politicians know this. You should know this.

The other component to a primal response of fight, flight, or fear is a parasympathetic state. This is the natural action your nervous system takes following a crisis or traumatic event to metabolize fear, trauma, and anger. It is a state of calm and connect. It is a state of rest and digest (Vranich).

This is where higher intelligence functions return to us and shared perspective becomes possible. Shared perspective is where the parties become ready to listen to one another.

This is where higher intelligence functions return to us and becomes possible. Shared perspective is where the other parties become ready to listen to one another. **IT'S RIGHT WHERE YOU WANT TO BE IN THIS ELECTION DISCONNECTION.** But our divisionist leaders and media, consumed with achieving a narrow agenda, strive to keep you and me as far away from this state as possible.

Nobody is coming. You must manage your own state and help others, even those in other groups, do the same and reach this parasympathetic state of calm and connect. With this new grammar for the human operating system let's dive into how you do that.

TRY THIS

SPEND SOME TIME GETTING CLEAR ON WHAT TRIGGERS YOU INTO A SYMPATHETIC STATE? ASK YOUR SPOUSE OR OTHERS CLOSE TO YOU TO HELP IDENTIFY THE TRIGGERS.



2 "HOW DO I REMAIN EFFECTIVE AS A LEADER WITHOUT GETTING CAUGHT UP IN THIS MADNESS?"



ANSWER: LEAD YOURSELF FIRST.

Humans are mostly energy. Leadership is the management of energy, yours, then those around you (Clawson). Leadership starts with you. Just like you must put your own oxygen mask on first in an airplane during an emergency, when those election triggers strike, you must also lead yourself first. You must manage your own energy first. For this, we'll call that energy, emotional temperature.

Managing emotional temperature is the name of the game. Fear and anger are great for fighting off grizzly bears, but mostly inappropriate for the civil functions of an election. They render us stupid, when leadership is what we need.

You must move your emotional temperature from the sympathetic state of

FIGHT, FLIGHT, OR FREEZE

to the parasympathetic state of

CALM AND CONNECT/REST AND DIGEST.

Not only does this help you think more clearly about what is really going on, it is the only state that allows you to bridge and connect with others outside your belief group. This is essential for moving on with daily life, no matter what results the election brings.

Here are some critical steps to leading yourself first:

- While risk is low, **identify your triggers** from this election that take you to a sympathetic trance state.

- **Learn to recognize those triggers** and have those close to you call them out. Give them permission to do so. (They might also point out hidden triggers you don't see. For example, my dad was not aware of his Fox News obsession until I pointed it out to him).
- **Intentionally step away** from the digital realm multiple times per day (mobile devices and 24/7 news cycle).
- Take in three to five **deep belly breaths**. On this, you simply expand your belly on the inhale, and when you exhale, squeeze your belly to your spine, like air slowly leaving a balloon. Breathe through your mouth while inhaling and exhaling (Vranich). After three to five repetitions, you should start to notice a change in state from sympathetic to parasympathetic. It might help to close your eyes and feel your feet on the floor as you do this.



TRY THIS

CHECK OUT BREATHING FOR WARRIORS BY DR. BELISA VRANICH FOR SOME AMAZING BREATH TECHNIQUES FOR HIGH PERFORMANCE!

- Through the ups and downs of the election, check in with yourself using these **guiding questions**:

- Am I demonstrating contempt for this person or this group right now? Disengage.
- Am I speaking with moral superiority? Disengage.
- Am I rigid in my beliefs right now, or am I open to different perspectives? Disengage.

- What can I control at this moment right now?
- What can I not control at this moment right now?
- What good can I put into the world right now that lights me up and serves others?

- **Conduct micro recoveries** throughout your day. If you stay in a fight, flight, or freeze state too much, your body will collapse under the load, or you'll lose your cool in a critical moment. Recovery can help a lot. These are simply micro resets, episodic resets where you retune your mind, body, and spirit, and reset it for the next event. It could be something as simple as dropping and doing 10 push-ups, going for a walk after a Zoom call, or three to five diaphragmatic breaths following an intense engagement.
- **Conduct macro recoveries.** These are recoveries that require scheduling. They go on your calendar. It could be a staycation or a date night. It could be a long weekend away with a good book, or even attending a conference to enhance hobbies or skills. Think of it as "sharpening the saw" in the words of Stephen Covey. Anything that allows you to reset your mind, body, and spirit at a deep, focused level. Micro and macro recoveries are essential to moving through this election disconnection.



IMMEDIATE ACTION

PLAN A MACRO-RECOVERY FOR RIGHT AFTER THE ELECTION.

- Reconnect to the natural world. Let's remember that most of our adult life when we are awake is spent in a re-presented digital realm. It is not the natural world where we live, work, love, and play. In this re-presented world, whether it's 24/7 news or scrolling X, we are pushed us away from each other, divided, cast into a trance state induced by fear and anger that foments ingroup-outgroup dynamics. **It's not a forum for civil, democratic discourse, but rather a digital killing field designed to**

divide us. This arena raises our cortisol. It raises our adrenaline. It makes us look like we don't trust ourselves. **The natural world is the best antibody to the digital realm.** Something as simple as going outside and going for a walk, sitting in your backyard with your spouse or best friend, or going to a ball field and watching your kids play a sport can help you plug back into the natural world.

- **Digital detox.** This is something I talk a lot about in my upcoming book *Nobody is Coming to Save You*. We are being dominated by mobile technology, and when AI gets here, it will be even worse. We must find ways to not only manage our own state from sympathetic to parasympathetic, but we must also be stewards of our own agency and ensure that we detox from the digital realm. No one else is going to tell you to do this. In fact, quite the opposite. Civil society is going to drive you towards a deeper entanglement with technology, thus deepening your trance and susceptibility to manipulation. It is up to you to find ways to detox.

TRY THIS

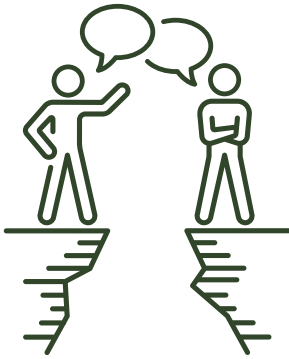
I RECOMMEND EVERY FRIDAY YOU DON'T PICK UP A DEVICE UNTIL NOON. EVERY OTHER DAY, YOU DON'T PICK IT UP UNTIL 10:00 AM. PUT YOUR DIGITAL DEVICES AWAY ONE HOUR BEFORE BEDTIME, AND AT LEAST ONCE A QUARTER, HAVE AN ENTIRE DAY WHERE YOU DO NOT CHECK YOUR DEVICES AT ALL.



Humans in a trance of fear or anger, are often starving for models in good leadership. As you put more effort into your leading yourself through these intense periods, you will become more positioned to lead others in this trust-depleted environment by bridging the gaps.

3

"HOW DO I REACH THE EMPLOYEES, CLIENTS, FAMILY MEMBERS, AND NEIGHBORS WHO ARE MOST TROUBLED BY THE DIVISION DURING AND AFTER THE ELECTION?"



ANSWER: BRIDGE THE GAPS WITH BETTER HUMAN CONNECTION SKILLS.

Let's face it. No matter how the election turns out, you will still need to sell your product or service, grow your business or non-profit, influence your people and lead your family and friends through massive division. That means you will have to bridge across other outgroups, some right inside your own business, community, and family. Here are some bridging tools I've learned in low-trust environments as a Green Beret that you can use right now for the election:

- Prepare for all your engagements. This is two-thirds of every high stakes engagement, yet no one does it, particularly during the election season.
- Prepare the space in which you will be engaging. Whether it's a stage or a boardroom, get in there before anyone else and get comfortable in your space. At a semi-conscious level, your body will adjust to this, and you'll reflect it and create psychological safety in the room, and no one will even know why.
- Rehearse the engagement: prepare with a partner. Have them play you, and you play the other party. Play the other party as accurately as you can. Run multiple repetitions and adjust your approach as you go.
- Prepare your instrument (body, voice, and mind) for the engagement. Tension is the enemy in every engagement, whether speaking from the stage or doing a Zoom meeting. Don't let elections or other bullsh*t add to that tension. Take three deep belly breaths before you go into the engagement, and say out loud slowly, "I have time." Do this three times as well. You will show up much more focused.

- Also, before the engagement, ask yourself these questions out loud, and answer them out loud: Who am I? Why am I here? What do they need from me?
- Do some social mapping on a whiteboard and draw circles of organizations and people who you need to bridge with. Hint: identify where you need to maintain trust, build trust, and restore trust before, during, and after the election. I suggest you map out who you are engaging.
 - What are their goals and pain points?
 - What are your goals?
 - What do you think the emotional temperature is with them?
 - What will it take to get them to be ready to listen to what you have to say?

When it comes to getting the other party ready to listen, here are some best practices for engaging other parties even when emotions are high:

- Listen like your life depends on it. Leadership is the management of energy, yours, and those around you. Listening takes energy and intention. Try to see the pictures in the head of the other party (pain and goals). Ask them thoughtful, open-ended questions that let them respond in narrative.
- Pure discovery and curiosity should be your intention throughout.
- Don't state your position or make an ask until you have articulated the pictures in their head back to them.
- When they say, "That's right," they are ready to listen to what you have to say (Voss).
- Ask permission to state your position or to make an ask. This can include even hard conversations on election, politics, or other contentious issues.

This approach has worked for me in life-and-death situations in low-trust, tribal places and it will work even better for you in life-and-death tribal America. Try it and become the most relevant person in the room.

TRY THIS

AVOID THE TEMPTATION TO ARGUE POLITICS ONLINE. IT'S A DIGITAL KILLING FIELD AND DESIGNED TO FOMENT IN AND OUT GROUPS FOR FUELING AN ATTENTION-BASED ECONOMY. THERE IS NO INFLUENCE HAPPENING HERE. ONLY DIVISION. THE SECOND YOU STEP INTO THIS NEAR AMBUSH, YOU SURRENDER YOUR OWN PERSONAL AGENCY AND BECOME A PAWN FOR THE ATTENTION-BASED ECONOMY OF SOCIAL MEDIA ENGINEERS AND CORPORATE NEWS PRODUCERS.

Conclusion:

Many of our political leaders have abandoned the responsibility of civil discourse and want us divided to meet their narrow agenda. That's not how most Americans think. In fact, recent polling by More in Common shows two thirds of Americans (a super majority) are frustrated by the polarized division and exhausted by it. Regardless of how heightened and catastrophized things may seem...We are hungry to connect. Your clients want to move forward. Your employees want to make an impact. Your neighbors want to raise their kids and live a good life just like you.

NOBODY IS COMING.

However, by reading the human operating system, leading yourself first, and bridging connection gaps with better human connection, you can lead us into better days and get big stuff done. We're counting on you.

TRY THIS



FOR MANY OF OUR ENGAGEMENTS THAT WE HAVE TO DO, WHETHER THEY ARE POLITICAL OR BUSINESS RELATED, THE STAKES ARE OFTEN VERY HIGH. ONE OF THE THINGS WE CAN DO IS EMPLOY A TECHNIQUE I CALL PRE-ENGAGEMENT PREPARATION (PEP) THAT I DEVELOPED FOR GREEN STUDENTS WHO WERE GOING INTO HIGH-STAKES, LOW-TRUST ENVIRONMENTS. CLICK THE LINK AND WATCH THIS SHORT VIDEO. TRY THIS TECHNIQUE EVERY TIME YOU WALK INTO A BRIEFING, PRESENTATION, OR HARD CONVERSATION. ITS A GAME CHANGER

I'll see you on the rooftop.

A handwritten signature in black ink that reads "Scott Mann".

About the author: Scott is the author of the upcoming book *Nobody is Coming to Save You, a Green Beret's Guide to Getting Big Shit Done*, coming out October, 2024.

To pre-order your copy now and join our Get Big Shit Done Movement or to work directly with Scott, go to Scottmann.com.