# **Introduction**

Do we read this book or do we reject it?

To have felt the curiosity of navigating through its pages is already an indication of a possible need to read it.

If you are convinced that your self-esteem is low, read it and you will see that there is no reason to give you low self-esteem. Since you've started, continue reading, it can give you a new vision on your own person.

If you think that everything goes wrong, or you think that others make fun of you, or you think that everyone see you as a useless person; read this book, you will discover that it is not true, they are (and you are) wrong.

If you think that life is just fighting, suffering, award and punishment; read it and see how your life is exactly that because you just believe it so.

If you think you're less because you were born in a humble family and don't have what others have, read it and see how that has nothing to do with you.

If you see yourself superior because from the very moment you were born you had everything you wanted, read it. I'm sure that you will find how, despite of how much it seems so, that's not your true value; that kind of superiority is false and unstable, and I guess you want to be superior and not just to look alike.

In short, everyone should read this and other similar books which allow us to self-inspect with a magnifying glass and see what we've never seen, or what we haven't wanted to see. Each one's life is beautiful only when we enrich it with a solid and full personality.

But, in addition, in this book we will review to what extent whatever you have been shown as an untouchable truth is simply a

Millennium-old heritage without any foundation so on<sup>1</sup>.

What I do ask in advance, if you start my appraisal, is not to stop reading just because it seems to you initially offensive, unpleasant, incomprehensible or even contradictory.

It's going to be like climbing a steep hill, and I (as a guide who has already done this thorny way), will take you along apparently less comfortable paths than others better known; but keep still with me until the end because, only then, you will understand that it was necessary to walk those tortuous roads to get to a final enlightening top; an end which may or may not please you, but no doubt will certainly have given you a greater strength in the position (only yours) acquired at the end of this journey.

It is not anymore a time for hypocrisy; let's forget pruderies and let's call things by their real name, let's use words of a penny, as Venezuelan metaphysics Conny Méndez used to say with great sense of humour.

I'm not trying to convince you about anything, but just to give you the tools to feel yourself complete; more solid in your acquired convictions, because those are the ones you need, supposing you've been honest with yourself.

In that inner sincerity exclusively yours (without external influences of any kind) I will stress a lot on because it is completely essential.

Let's continue with courage, with no fear: the book and you (or you and me, as you prefer to consider it), only the two of us. Look at your inside with courage; there are things you won't like, we will see what to do with that. But, how many

<sup>&</sup>lt;sup>1</sup> A point which I analyse, with much more detail, in my book "Hysterical History".

pleasant things you will discover<sup>2</sup>! within yourself, in the God you believe or deny, within others, and in your partner<sup>3</sup>.

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A company of about 4,000 employees where I was hired as the Director-General Adviser, we considered appropriate I gave a seminar to the middle management, fundamentally on leadership, planning, relationship with others, decision-making, teamwork, etc.

No doubt it was a management course, and I've always considered that a manager (like a good orchestra conductor) must know how to manage both: the technical as well as the emotional and sensitive parts; the knowledge and professional activity as well as the sensitivity in dealing with others.

Because of the good acceptance the seminar had, I was asked for another course to subordinates, one with less managing contest, but highlighting how to work in group, in good mutual relations, etc. However, minding that this was not my task and that they had a very well-equipped Intranet system, I decided to send almost daily messages with ideas, comments and tips (changing the language directed to managers by one directed to subordinates) in order to help them to recognize themselves as valid people.

I did that always keeping in mind that they also fight with his own Self, with his family background and with his work environment; because if his own Self and his two main territories were not seen with the appropriate perspective, neither the labour background nor their family world would work properly and to

Although a good writer should not make use of interjections, I'm going to use them because here I don't want to make a display of good writing, but to talk, rather than write, with those who listen to me through my written words

<sup>&</sup>lt;sup>3</sup> The one our soul actually needs, possibly the one we already have or, maybe, another one.

their satisfaction; they would remain as beings who drag their family miseries to the office and drag their labour disappointments till their home

This new approach also had a very positive impact. Those issues were a success far beyond what I could have imagined. I became very popular and everyone took me much fondness and respect. Everybody greeted me, and personally or by Intranet they thanked my messages and asked for advice whenever they met me.

I felt very surprised, especially taking into account that these issues were appreciated by bosses and subordinates, men and women, black and white people, those of a religion and those of another, the ruling party supporters and their opponents.

According to what many of them told me, the first thing they did in the morning was to see if there was anything from me and even some of them collected my messages in an exclusive digital folder.

My messages were gratifying and inspiring for everyone and I thought that if it had had such positive effect among a so varied population of about 4,000 employees, why couldn't it also be positive for a much higher population? So I decided to write this book where I roll many more ideas that I shared in those courses and messages, in the hope they get to be so fruitful as those courses and messages I massively gave in that company and also as those other courses given to other more specific audiences.