



THE POINT OF PERFECTION™

*A quick overview on how YOU can build
a better world for yourself and your community.*

PERFECTION.

We love it and are lured by it, mainly because it is so rare and so elusive.

The sad reality is that things are hardly ever perfect. And if they are perfect, much like the fleeting golden sunset, they don't seem to stay perfect for every long.

Why is that, and is there anything we can do about it?

I believe there is. But, like all good things in life, it takes careful planning, application and continual management.

As most people are intrinsically lazy we don't really like the idea of having to work for perfection, or anything else that is rare and elusive for that matter. Take financial success for example. We all dream of finding hidden treasure or winning the lottery. In fact a lot of people consider the lottery their best chance of having a comfortable retirement. Yet the chances of that actually

happening are miniscule. it is a lot harder to work for your money and it requires careful planning, training, application and continual management. But, with all that effort, you are much more likely to be successful than simply going down to the local convenience store and paying for a slip of paper with a bunch of random numbers on it.

The first question we need to ask is why is perfection so rare and elusive?

The short answer is because it is moving and shifting all the time. As soon as we reach a state of perfection and are happily hovering over it, like a slithering eel it slips through our fingers and is gone.

And it is not just perfection that is moving and shifting on an unpredictable way. We are also continually moving and shifting (and in this context it includes simply developing and evolving). It is like trying to get two spiralling spacecraft to coordinate, align and then stay in exact, close formation. Something that, clearly, doesn't happen by coincidence.

At that fleeting moment when both spacecraft are in exact formation, be it by design or by coincidence, that is ***the Point of Perfection™***

But, as you can imagine, it is extremely difficult to maintain that desired Point of Perfect for any sustained period time. There are just so many outside influences that can tip and change the trajectory of either spacecraft – Or, to bring it back to you and I, the trajectory of both ourselves and our desired state of perfection, whatever that happens to be.

And even natural growth and evolution itself conspires against us. Consider your own body for a moment. At the age of about twenty-five or thirty we are at our physical peak. We are fully developed, strong and agile, we have a sharp, incisive mind and are blessed with boundless energy. And, in the cause of continuing our species, we are at the peak of our attractiveness. But unfortunately we continue to grow beyond this point of perfection. We gain weight, our skin wrinkles, our hearing and eyesight start to fade, our heads go bald and our ears get hairy... For what possible purpose?

Even with rigorous exercise and a strict natural diet of organic whole-foods, we can't hold onto our physical Point of Perfection forever. The trajectory of our physical development crosses over that natural Point of Perfection and just keeps going, moving further away from perfection all the time. Fortunately we can slow down this trajectory and 'hover over' this Point of Perfect for a bit longer. But it is difficult, and gets more difficult all the time – as anyone over the age of forty-five will tell you!

It is easy to identify physical perfection and we all have a clear view of the kind an attractive, healthy physique that we aspire for. But determining the Point of Perfection that we can aspire to in other areas of our lives becomes a bit more tricky. For example, what really is the Point of Perfection in your career? What is the Point of Perfection in your marriage? Or your health? Or what is your financial Point of Perfection...? These are all valid questions, and they can be quite challenging to answer. Yet to attain them, and 'hover over them' for as long as possible, they need to be given carefully considered and valid answers.

And just this process of thinking about what our Point of Perfection is in these various aspects of our lives is enough to start the visualising process. The reason for this is because once we have a goal and have defined it, we can start aiming for it. That can only happen once you know what you are aiming for – and what your own Point of Perfect really is.

CONFLICTING AGENDAS AND THE NEED FOR COMPROMISE

As you start defining your desired Point of Perfection in any particular aspect of your life, career or business, you will quickly realise that the more other people are affected the more you need to compromise. The need for this compromise helps explain why almost every Point of Perfection is always being pulled away in unpredictable ways: The reason for this is that other people and other causes often have conflicting desires and agendas which you can't anticipate and plan for if you haven't pre-identified them.

An example of compromise in your personal life could be determining that your Point of Perfection for retirement is living near a tropical beach and never having to face another cold winter again. But your spouse loves winter sports and their Point of Perfection for retirement is living on a small log cabin near the mountains where they can ski and skate all winter long.

Sure, you could insist on your own Point of Perfection, but there is always a cost when your Point of Perfection encroaches onto someone else. The cost in the above example could be anywhere between either a bit of compromise, or straight divorce. It all depends on what price you are prepared to pay and which option you think will give you the best overall or combined perfection in the future.

For many, perfection is doing whatever they can to please the ones they love, so this is definitely not about 'winners' or 'losers.' It is more about achieving what you personally feel is the best and right outcome that will provide the greatest level of happiness and contentment for you and those you care about. This could range from specifically and exclusively yourself, the tight circle of you and your soul-mate, or the much broader community that you identify with.

We can see this range in endless examples all around us. For example venture capitalists make decisions specifically for their own personal financial reward, so their personal Point of Perfection could be a recession where good companies are going cheap. This would certainly not be perfection for the broader community, or the countless business owners who have invested their lives in establishing their businesses which are facing hostile take-over. 'Short-sellers' who profit on the failure of others (as we recently saw with GameStop on Wall Street) also fall into this category. At the opposite spectrum are the philanthropists, charity volunteers, social workers etc who make every decision based on achieving the best they can for the broader community often at their own personal expense.

There is always some degree of compromise. Often, even with the best intentions, there can be painful, unintended consequences of our best intentions. For example environmentalists who demonstrate and lobby for the closure of mines and oil drilling operations to save the environment often put many hard working blue-collar families into unemployment, poverty, and despair. For the radicals this is an acceptable price to pay for saving the planet. They are often unsympathetic to these workers anyway who they blame for supporting polluting, exploitive industries. But it is never that simple. Those blue-collar workers often have no choice and need to provide for their families in any way they can. Generally they don't have the luxury to lose their jobs on conscientious grounds to satisfy somebody else's Point of Perfection.

When determining our desired Point of Perfection for any personal or business decision we must always consider how our Point of Perfection will impact others or conflict with their own Points of Perfection. The decision we then make to either proceed and exploit, or to negotiate and compromise, is very telling and reveals a lot about our true character and core intent. With corporations and businesses it is the same. Their corporate decisions speak volumes about the true character and core intent of their beneficiaries and their decision-makers.

This should be a critical reference point for the public who buy, and therefore support, these profit-making ventures. Exploitive businesses who override the public Point of Perfection for their own selfish gain should be identified, called-out and boycotted.

WHAT THE POINT OF PERFECTION REVEALS ABOUT CORE INTENT

Lets consider some exploitive examples of Points of Perfection, what they reveal about core intent and the long term impact they have on the wants and needs of the broader community (Okay, take a deep breath and brace yourself, I'm purposely going to use extreme examples. Reason being that they are often the most revealing, and most thought-provoking):

- An investor's Point of Perfection is to have shares in a company that consistently pays higher and higher dividends every quarter. The core intent is to have a reliable and easy form of profitable income. This seems reasonable and on the fact of it doesn't seem to clash with any other Points of Perfection, except of course the employees of those companies who will ultimately have to work themselves to death.
- What do you think Nike's Point of Perfection is? To enable champions to 'just do it,' or to have access to endless cheap Chinese labour?
- A dictator's Point of Perfection could well be to not have a politically active, well educated middle class. The core intent here is to ensure the continuity of their power and dictatorship. This is definitely not in the best interest of the broader community, especially the middle class who have to be disassembled. Yet we see many examples of where this has happened in South-East Asia, Africa and South America (Venezuela and South Africa being just two current examples).

- A serial killer's Point of Perfect could be to have a high turn-over of poor, vulnerable and homeless people and an overworked, disengaged police force. The core intent is to be able to continue preying on the weak and avoid arrest and capture.
- A newspaper editor's Point of Perfection is to have a dramatic, shocking scandal to report on everyday. Yeah, it makes you think about what we are being fed and what vestige of truth really lies behind those shocking, accusational headlines doesn't it...?
- A drug dealer's Point of Perfection would likely be to have all the kids in their neighbourhood addicted to the most expensive drug on the market. The core intent is to have endless demand and massive, obscene profit.
- Talking of drugs it stands to reason that the Point of Perfection for the manufacturer of pain killers is to have everyone in a heightened state of pain. Again, here the core intent is huge corporate profit and being able to pay those higher and higher quarterly dividends.
- Following the same logic the Point of Perfection for manufacturers of vaccines is to have a pandemic. Mmmmm... I'm not saying that pandemics aren't real and scary, but it does make you think about how profit can impact what we are being told, endlessly...

And that, my friends, really is the curse of capitalism... But before we go into that, consider your own examples of what you think the Point of Perfection is for people, organisations and brands that you know and what you think that says about their core intent. For example:

- What do you think the Point of Perfection would be for your local power utility? Is it to serve everyone with cheap, reliable electricity, or is to monopolise the market and make a healthy return?
- What about your credit card company? What do you think their Point of Perfection is? To provide you with convenient bridging finance to make your life better, or for you to miss your full repayment and get nailed by the massive penalty interest? As with the above examples this gets easy when you start 'following the money.'
- For those of you with children, what do you think the Point of Perfection is for their teachers's union, especially after this last tumultuous year?
- And what about your local Municipality. What do you think their long term Point of Perfection is likely to be, and how do you feel about financing it through your municipal taxes?

- What about your neighbours? What is their Point of Perfection, and when it comes to their barking dogs and the common boundary you share with them, how is that aligned, or misaligned with your own Point of Perfection?

THE CURSE OF CAPITALISM

So, now let's go back to that thought about how the trajectory of evolution grows towards the Point of Perfection, much like how a child grows towards adulthood, reaches it at somewhere around twenty-five to thirty years old, and then continues past it as they eventually go into decline.

Well, it appears not just living organisms, but all organised systems go through this same type of 'life cycle.' Businesses are born, grow to their peak (which is likely the height of their Point of Perfection) and then they go into decline.

We see this same cycle with social, cultural, religious and political systems too. They are founded on a compelling ideal, the shining aspirational vision of their Point of Perfection, which galvanises their followers and adherents. But over time (and perhaps attainment) the vision becomes jaded and is no longer attractive, or the system is collapsed through over exploitation as people try to get more and more of the promised 'fix.'

We saw this life-cycle play-out with Soviet Communism. It was extremely attractive in the beginning as the oppressed masses overthrew their old, crumbling monarchies and embraced Communism (and back at the beginning of the twentieth century, there is no doubt the masses really were oppressed). Communism was attractive because it promised the security of collectivism, equality and fairness, and it offered guaranteed employment, free education and generous housing and health subsidies.

This all sounded great, and perhaps, it could be argued, it was fundamentally right in both principle and theory. Unfortunately though this elusive Point of Perfection was very short-lived. The reason was that the government provided for everything equally and the population quickly realised that there was no incentive to be innovative or even productive. As national productivity slowed down, so too did everything else, including the ability of the central government to collect

enough taxes to pay for all the promised benefits. Eventually, with the middle class crushed and everyone 'equal in poverty', the system ground to a halt sustained only by oppression and pogroms.

At the same time that the Wall came down and the Soviet Union unraveled, Communist China was also wrestling with the growing discontent of their working class. For them it peaked in Tiananmen Square in 1989. Having seen what had happened to the Soviets, the Chinese decided to take a different approach. They realised that the perceived Point of Perfection of a collective paradise was unachievable. With the bitter legacy of the Great Leap Forward and the Cultural Revolution, that between them killed tens of millions of people, it was clear that the Chinese political system, along with the power and privilege of the ruling CCP (Chinese Communist Party), could no longer be justified against that original goal and vision.

The trade-off that they came to, to save the entire country slipping into revolution, was ultimately a compromise. The CCP agreed to allow greater personal freedoms and the introduction of limited free-enterprise and profit retention, which noticeably improved the average standard living (at least in Beijing and the other major cities). In return the urban population agreed to never question the godly power and authority of the CCP again. It was a small price for the leadership, who had long since abandoned the true principles of communism, effectively replacing it, right back in the 1950's, with a Dictatorship of the Elites. With the majority of the politically active urban population placated the Chinese leadership could then target and resolve more troublesome sectors within their provincial populations, such as the Falong Gong, the Christians and more recently the Uyghurs.

So much for the pitfalls and pivoting of the Communists. Our own Capitalist system has also long since passed its own 'best before' date, as you can see in the above list of 'core intent' examples, many of which illustrate how the pursuit of profit overrides any care or concern for our less fortunate neighbours.

Capitalism is defined as an economic system in which the means of production and distribution are privately or corporately owned and development occurs through the accumulation and reinvestment of profits gained in a free market. This means that the foundational principle of capitalism is essentially the pursuit, acquiring and accumulation of profit, and the right of all

people to do so. In principle this isn't a bad thing, and it certainly does encourage hard work, productivity and innovation, which is likely why Capitalism out-lived Communism in the twentieth century. Yet due to this very characteristic Capitalism is inclined to exploit the weak, sacrificing them and their labour for the 'corporate dollar.'

And these 'corporates' are, more often than not, the real dangerous, lurking predators of Capitalism. The above definition of Capitalism is taken from the American Heritage Dictionary. That same dictionary also defines Capitalism as 'The concentration or massing of capital in the hands of a few,' who are largely the corporations. If left unchecked these bloated corporations can buy politicians, advocates and agitators to effectively build up their own despotic empires.

Identifying this threat of unbridled Capitalism, back in 1864 President Abraham Lincoln said, "I see in the near future a crisis approaching that unnerves me and causes me to tremble for the safety of my country... Corporations have been enthroned and an era of corruption in high places will follow. The money power of the country will endeavour to prolong its reign by working upon the prejudices of the people until all wealth is aggregated in a few hands and the Republic is destroyed."

Essentially what Lincoln was foreseeing was how the trajectory of Capitalism and free-enterprise in the United States would quickly pass over the Point of Perfection. Then, as it continues to evolve, the balance of equitable wealth distribution becomes ever more distorted as the super-rich vacuum everything up at the expense of the 'common man.' Eventually, drunk on their own power and greed, they devour, and ultimately destroying everything. Again we don't have to look very hard to see emerging examples of this, just as good old Abe predicted.

WHAT IS THE SOLUTION?

Clearly the solution lies in the route of compromise. Compromise and the merging of the best aspects of competing Points of Perfection to allow for the most beneficial and sustainable outcome for everyone.

To go back to the examples of extreme far right Capitalism and far left Communism, when we seriously consider the foundational pillars of each, they are both unsustainable. To address their

fundamental weaknesses (being, on the left, a lack of productivity and pride followed quickly by violent oppression, and on the right, predatory exploitation) the Points of Perfection of the entire community (including the corporates AND the working class) should be taken into account and carefully balanced.

This middle ground becomes the new Nirvana. It is here, where the benefits of free enterprise are allowed, but price-fixing monopolies are not. Where freedom of choice is enshrined, but no-one is abandoned to destitution. Where you can make a profit, but not through the enslavement of others...

The point is that we should carefully manage conflicting Points of Perfection to keep our personal, social, economic and political systems balanced. If this is then done with the primary focus being on empathy and compassion (as opposed to power and profit), it will broadly serve the needs of our communities in a much better, more genuinely sustainable, and fairer way.

This balanced approach whereby the sometimes competing 'levers' of various political philosophies can be dialled up or down to achieve the desired balance in the quest for our national Point of Perfection is certainly aspirational. In fact it could be argued that much like the original premise of Communism, it is utopian. Perhaps. But when we take the needs and wants of the entire community into account and allow the system to meet these needs with proven policies that are applied flexibly, the chances of sustained long term prosperity are much better.

Although unfortunately the weakness of this approach lies within the mass of humanity itself. Tragically, the majority of humans actually find comfort and security in being fully controlled, and prefer being dictated to, than to have to bare the responsibility of their own success or failure. Unfortunately this lack of self-responsibility and consequential subservience is an evolutionary characteristic that has become a dominant gene in modern society. The reason is that in the past if you were an independently-minded thinker who questioned the narrative and the agenda of power and profit, it was just a matter of time before the Clan Chief caste you out of the tribe. This inevitably meant being eaten by the sabre-toothed tigers. Hence today, those people who do truly 'follow the science' and take the time to consider both sides of the story to find out what is really going on are, but a woefully small minority.

Though the majority of people are comfortable with their own personal inertia, it does not mean that the rest of us must all give-up and not try to improve our broken, personal, social, economic and political systems. In fact, it is all the more reason why this relentless search for, and the ultimate attainment of, the Grand Point of Perfection is so important. No matter what the resistance or what we are told, we must always strive for what we know is right and commit ourselves to changing the world, in every aspect we can, to attain that elusive Point of Perfection that we all deep down long for.

To achieve this we must first have a clear understanding of the personal and collectives Points of Perfection that have influence on the situation at hand (not matter what it is). The open and honest disclosure of these various – and sometime conflicting – Points of Perfection is critical for us to appreciate what is driving the situation. We need to manage and reconcile these various forces to achieve a better and more balanced end result. This balance is absolutely vital as we strive to achieve ‘the best of both worlds,’ while at the same time ‘doing no harm.’

To go back to the political example, we need to always preserve the ‘self-gain’ motivation that comes with Capitalism, yet control its excesses through collective management accountable to all stakeholders equally. To achieve this each and every person, particularly you and I, must design, setup and then rigorously monitor new collaborative systems, guarding against any and all imbalances. When such imbalances do occur, which they will as a natural consequence of evolution, trajectory and shifting Points of Perfection, we correct them before they evolve too far and become entrenched (which is the ugly situation we currently find ourselves where there is very little, if any, collaboration).

This way we will be able to design and cultivate a better way, starting first with defining our own Points of Perfect in own personal lives. Then extending this practice into our communal and national social, economic and political lives.

SO WHAT SHOULD WE DO NOW?

As outlined above there are a couple of steps to this. They may seem simple, but try to think as deeply as you can, and consider all sides of the situation. Don’t have any preconceptions and

be open to discovering that what you have been told, and what you consequently believe, is not necessarily the truth. This is intentionally supposed to be a journey of discovery:

- 1) The first stage in achieving perfection, be it perfection in a tiny aspect of our own personal lives or perfection in global politics and peace on earth, is to define what that Point of Perfection that you want (and long for) actually is.
- 2) Once you have defined what this Point of Perfection is, consider who else is likely to be impacted by it. Obviously the bigger and grander the issue is, the more people will be impacted and involved. Consider the strongest and most competitive views which will need to be addressed and incorporated for your vision to survive.
- 3) Once you have defined the main competitive Points of Perfection you need to consider what compromises need to be made to the vision to achieve the greatest and broadest level of buy-in across all the identified 'stakeholders.'
- 4) Armed with this information we then need to sell our vision to the other stakeholders through negotiation and get their engagement and commitment to:
 - a) Accept the defined common Point of Perfection.
 - b) Actively participate in shifting the trajectory towards the desired Point of Perfection, and then
 - c) Once the Point of Perfection have been reached to work tirelessly at slowly the momentum to hover over it for as long as possible through course correction while maintaining the necessary 'balance.'

Start with the easy, short-term challenges and, as they say, practice will make perfect.

And really, looking at the sorry state of the world today, what have we got to lose!

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