



The forbidden word

Manifesto – Bertil Schaart

The Forbidden Word - A word that represents something unbelievably powerful. And at the same time something tremendously beautiful. A word we all very well know deep inside. A word that holds the key to all of the world's challenges.

But it is a word that is seldom openly talked about.

I believe the time is ready to start using this word. Especially now.



Happiness lies solely in the hands of the individual. Once you take personal responsibility for everything in your life, that is when you start to understand what happiness means to you. And that is different for every individual, although on a deeper level it all boils down to one thing and one thing only: love.

Love... the forbidden word. The word that is never ever used in any business context. We are educated to disregard this *strange concept*. You cannot put a meter on love, you cannot send invoices with it, you cannot quantify it, yet it is the one and only thing that really gets people to do something. There is absolutely no other true intrinsic driver and, as a society, we continue to completely ignore it.

If people take action because of love, they do not so in order to satisfy any external need. It might very well serve a strong demand, but this is not what keeps them motivated. They simply cannot explain why they do it.

Love is the only true motivational driver, it is inexhaustible and cannot be logically explained.

Choosing for yourself

External motivational drivers are money, ego and status for example. Another, albeit far more subtle and perhaps even devious, is the social obligation to conform. It blinds people into doing something, strongly against their inner will, but accepted by the environment around them.

These drivers have been used successfully by politicians, lobbyists, activists and employers and there are numerous examples where the desired behaviour in people was achieved. The big difference here is that the behaviour is devised by others. When love is the motivator, the behaviour comes straight from the person itself.





If you want to pursue anything in life, you have to make sure that love is your motivation. That is the only way to success. You can only be successful for you in this life when you fully love yourself. Self-love is vital for anything that you do.

Self-love has nothing to do with being egoistic. It actually is the most altruistic thing you can do for this world. Egoism is external and driven out of fear for not having or receiving enough from others. Self-love is beautifully and simply happening in your own mind. And this is something you control!

As is rapidly becoming apparent to many people in this world, we have a flawed international monetary system. On top of that, it is infested with corruption, fraud and distortion, sometimes covert, but sometimes even blatantly transparent. These actions have become fully socially tolerable, and perhaps even fully socially accepted, under the false disguise that the status-quo is the current best approach. As long as schools and universities continue to teach these practices, corporations will continue to implement unsustainable business initiatives.

Lost

Despite motivational words of political leaders and central banks, the situation is only escalating. The growing sentiment of discontent is rapidly transforming into anger and civil unrest. Yet, no one knows who is to blame. Reality has caught up on the dualistic simplicity of society where it used to be very obvious who is bad and who is good. The 'good' leaders have portrayed a myriad of actions which draws their good intention into serious doubts. At the same time, the 'bad' leaders have shown that their philosophies and actions are perhaps not so bad at all and could very well be a starting point for a solution of some kind.

People feel lost. As long as there is no clear enemy, they passively wait and tolerate all the restrictions that leaders put on their lives and freedom.





The enemy

Yet there is an enemy. The enemy is the system itself, made by the people themselves. It is the passive attitude itself that is the root cause of all the misery in this world. The passive attitude that keeps managers in their role, simply because they get paid so well, whilst they are very well aware of the destruction which they exert on the environment, other people and society. "It is just my job", "This is how business is done" or "I need to earn a salary".

No longer can we depend on our employers or governments (or anyone else for that matter) to take the right decisions for us as individuals or as a community as a whole. We are all autonomous and coherent entities, cooperating in an amorphous network. Especially in light of the current economic turbulence, it is a pure necessity to be able to stand on your own feet.

By following self-love and pursuing our own real intrinsic interests, we stop the perpetuation of the flawed, failed and outdated corporate feudal system. A new sustainable economy will then arise, based on values, autonomy and resources, rather than fiat currency. This transition will be very challenging and it is a period where we exchange the comfort of the status quo for the pain of growing. This testing path will lead to a richer, more beautiful and more sustainable world.

Break free

To achieve this, you need to set yourself free. Resigning from your job is certainly one way of doing this. It is definitely not the only way. Furthermore, for some it might not even be the right way. In order to set yourself free, the most important thing is that you need to be able to think free.

You need to be able to have original thought and apply critical thinking to your own life.





By doing so, you will reveal the many dogmas that have kept you in the position that you are in nowadays. It has made you passive, lethargic and distracted enough to realise that in fact you have been living in a prison. The imprisonment is comprised of a set of behaviour rules that might have once made sense to people of the past, but nowadays no longer apply.

To liberate yourself and to achieve free thinking, you would need to actively work towards creating an environment around you that allows you to form your own opinion, independent of what others think and even, independent of the truth! You will see that there is no such thing as the truth. Reality is a subjective way of explaining one's observations.

Therefore it is not just a decision that you can make. It is a new mindset you will have to develop. It resembles a journey, a very long journey, in which you will have to deprogram or reprogram your brain and rid yourself of many 'truths'. You will enlarge the context of your existence and your priorities will subsequently change.

I hope that you find the inspiration and courage to take the first step. This will be a significant move towards wherever you want to go to, as long as it is fuelled and driven by your soul desire. What that significant move is, is only up to you to define, no one else can do that for you.

So what about you?

You have reached the end of this text. What are you going to do now? Please do not feel inspired and decide that you will take action tomorrow. You have to take action *now*! Do something, anything to create momentum. When you delay it to tomorrow, your drive for change will have dwindled. Other people will have pushed their agenda on you. You get distracted and before you know it, the calendar has moved another year.

Every day that you wait is an additional day that you will have to overcome and conquer once you do decide to take action. Your time on this planet is limited. The price of waiting is costly. It is not about the money, it is about the value you get from your life. Unleash your love, now!



About the author:

During the top of my corporate career I came to realise that I completely missed purpose and meaning in my job; senseless red tape eradicating any vague glimpse of value-add, continuous unethical and immoral business practices, being subjected to management-by-fear and my knowingly contribution to the perpetuation of lies in finance, HR, marketing, strategy... it all culminated to a point where I could not possibly explain to myself why I spent yet another lost day in a work life that I did not want.

Furthermore, my thirst for intellectual challenge was never going to be quenched in any corporate position. Hence, I made the erratic decision to quit my job without a plan...

I embarked on the rollercoaster called *Life* and I never ever regretted my decision. I am now a life explorer; I want to enjoy life through continuous learning, experience, growth, helping others and by collecting and sharing riches. I initiate and nurture a variety of projects that match with my evolving lifestyle and interests.

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