

MENTAL BLOCKAGE:

The Tactical Surrender

“To win one hundred victories in one hundred battles is not the acme of skill. To subdue the enemy without fighting is the acme of skill.”

- Sun Tzu, The Art of War

Warfare

From a military perspective, power is built with tactics. Great leaders understand that conflict is resolved with battles fought and with battles avoided. Physically. Brute force takes a backseat to mental warfare.

Psychology

Decisive action follows clear intention. Introduce uncertainty – elicit hesitation. Whenever faced with conflicting beliefs or attitudes, people experience cognitive dissonance. Discomfort. This feeling creates a need of resolving contradictions.

Rhetoric

Inducing cognitive dissonance engages people on a deeper level. They prioritize reflection and self-exploration. “Threats” no longer stimulate a response, they incentivize analysis. Direct confrontation surrenders to the urge of finding a definitive answer.

Application:

Present dilemmas. Spark overthinking.

“You want to get fit. If you’re not at the gym, you must be happy with things as they are...”

“Do you want to leave that job? If you quit, you can’t be sure what possibilities are out there...”

“Moving abroad is always an exciting decision. Think about all of the aspects it will change in your life...”

→ Paralysis by analysis. ←

Speak to imagination. Possibilities overrule direct confrontation.