

# Cooperation Is the Master Success Principle



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Is there a new rule book for free enterprise? Is there a new model for organizing small to larger business systems? You deserve an upgrade of mental software to the latest, greatest code. Super Achievers live a “do it now” action lifestyle that is marked by a continual reframing of “this-is-more-important-than-that” time and priority resetting technology. Non Super Achievers have failed to reprogram their brains to better thought code.


Of all the lessons presented in the free online television channel, most pivotal are the central decision making reformation tools. These exciting mind tools seek to replace competition problem solving with cooperation problem solving at the hippocampus level in the brain. Put cooperation principles to work and output soars. Accelerating cooperation thinking inside yourself is the first giant leap, the urgent new priority. Becoming aware of cooperation systems versus competition systems is the singular first step in transforming performance to warp drive.

In 2005 a global revolution is taking place inside the board rooms of the world and inside the minds of individuals. More and more governments are participating. As more data arrive proving the cooperation revolution “always” leads to higher output, more of the human organizing systems move away from competition (as a failed model) and into cooperation as a proven successful model. Humans have more fun and produce more when they cooperate versus compete. Resetting the compass of the mind from competition as a problem-solving technology into cooperation as a replacing mind-set, a next-generational decision technology expresses the mission of the current cooperation revolution. The revolution is worldwide.

The cooperation revolution may be the last great human conquest, all taking place within the mind first as generals in the revolution (leaders) bring the new principles. Cooperation spreads fast. Competition, of course, dies hard and tends to (as anything cornered will) fight for its existence. The expression of competition fighting for its existence in the extreme form is known as “TERROR.”

Consider a father and mother holding in their arms a first daughter staring back at them. Her dark hair and tiny fingers lace around their hands. A first smile comes across the baby’s mouth. All the nonverbal communication in a stillness louder than a bell at midnight is shared by the parents and the baby girl child at such an instant. All the bandwidth mankind will ever develop will not match the information flowing between the three sets of eyes.

Now consider the parents moving competitively to program this little girl (keeping in mind that most of the new enterprises created last year were developed by women). The parents may labor for decades to prepare their baby girl to step up the success ladder briskly – so that she may rise to the top of the competitive success ladder regardless of the results others achieve. Competition rules the programming loaded into the child’s brain. Does the old programming code (of competition) for the brain of any infant child anywhere in the global village still apply? Does any model that precludes this girl child from reading or writing or lifelong learning on the modern internet still apply in the new value system of cooperation? Does cooperation programming installed in the brain of this child not represent next generation debugged human code? Who would not load the best code into the brain of their child? If your own brain were filled with mental viruses and you communicated wirelessly would you not load your viruses onto any unprotected brain you communicated with? Much as you received your own virus code you impart such living competitive code fragments (core beliefs) without even being aware of the transmission.

Cooperation cannot consider notions such as racial cleansing. Competition can and does. Cooperation can’t consider weapons of mass destruction but can consider weapons of mass healing. Competition can be cruel and unkind. Cooperation is charitable and generous. Competition is stifling and debasing. Cooperation is nurturing and elevating to human creativity. Competition is privilege – force versus power. Cooperation is universal in application, or power vs. force. Power always outperforms force. This is true in war politics and social output revolves now around virus removal from the mind. A brain gym of replacing improved cooperation code to overwrite old virus code platforms built on competitive engineering as a human organizing system. 

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