

# **Human Behavior Insights Can Guide Personal Development**

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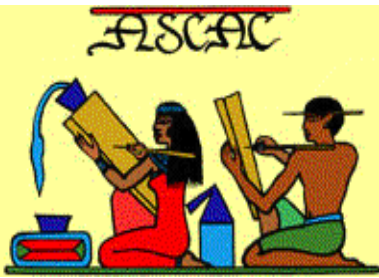
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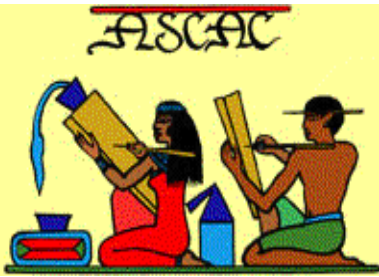
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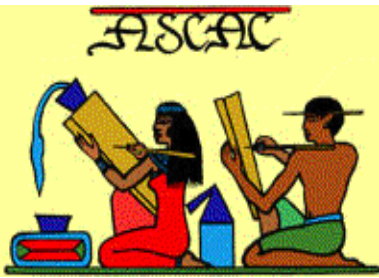
## Definitions

- Spirituality is a way of being that fosters well being and enhanced human potential in oneself in those in one's circle of influence.
- Spirituality defines life's purpose. Purpose is fundamental to our well being.
- Well being is characterized by:
  - a sense of worth
  - successful long term personal relationships
  - the wherewithal to pursue and complete worthwhile endeavors
  - financial freedom
  - freedom from fear, guilt and anxiety.



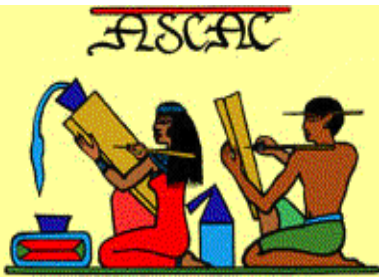
## The Brain Operates On Two Levels Of Thinking

- Conscious
- Subconscious
- About 10% of behavior is induced by the conscious mind.
- A whopping 90% is induced by the subconscious.
- We are usually unaware of the root motivators for our everyday actions.



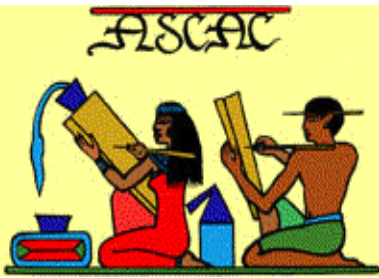
## Five Dominant Unconscious Determinants Of Behavior

- (1) Instinct to react negatively to differences.
- (2) Instinct to rationalize and justify one's own hostile attitudes and behavior.
- (3) Instinct to embrace repeated messages as true whether or not they are based on facts.
- (4) Direct relationship between a person's feeling of worth and the potential to effect personal and community development.
- (5) Dogged resistance to change.



## (1) Negative Gut Reaction To Differences

- Different people and attitudes are perceived to be threats and consequently “bad/wrong”.
- Similar people and conforming attitudes are perceived to be supportive and consequently “good/right”.
- This survival instinct is a holdover from early evolutionary times when instant reaction to the unfamiliar was crucial.
- Physical survival instinct.



## (2) Rationalizing Destructive Behavior

- Emotional survival instinct.
- Blocks realization that something a person thinks or does could be "bad/wrong".
- Creates belief that a person's judgement followed from "reason", when actually the judgement came first and the rationalization second.

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## **(3) Repetition Leads To Beliefs Not Necessarily Based On Facts**

- Familiarity breeds credibility.
- Unfamiliarity breeds skepticism.
- Reconstructed truths that conflict with popular beliefs face ridicule.

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## **(3) Repetition Leads To Beliefs Not Necessarily Based On Facts**

- Produces deeply ingrained behaviors and attitudes that act to validate predisposed beliefs.



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## (3) Repetition Leads To Beliefs Not Necessarily Based On Facts

- Is this human trait “good” or “bad”?

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## (3) Repetition Leads To Beliefs Not Necessarily Based On Facts

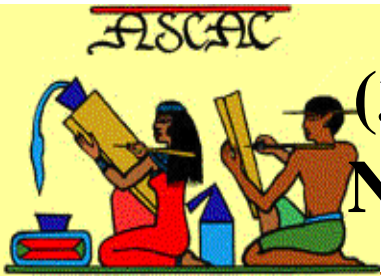
- Its influence is “good” when we take advantage of it by visualizing ourselves as we want to be.
  - This drives our subconscious to work towards our consciously established goals.
- Its influence is “bad” when through complacency we allow others to form our unconscious behavior and become as they want us to be.

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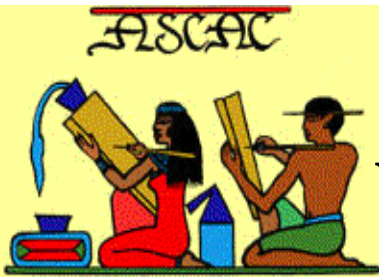
## (3) Repetition Leads To Beliefs Not Necessarily Based On Facts

- Since the subconscious acts to convince us that whatever we are thinking and doing is “good/right”, how can we tell if our beliefs are benevolent?



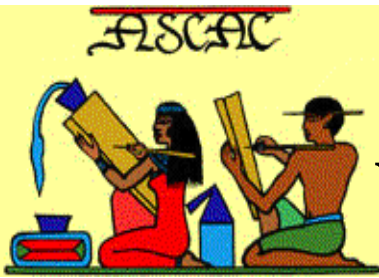
## **(3) Repetition Leads To Beliefs Not Necessarily Based On Facts**

- Ancient Kemetic wisdom tells us to recognize feedback and practice Maat.
- Handle complexities of life with behavior that reduces discord and promotes harmony both externally and internally.



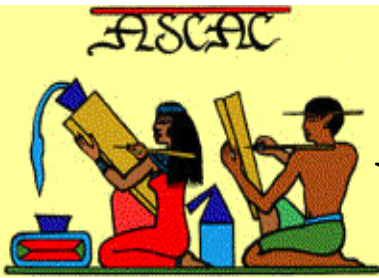
## (4) Link Between Feeling Of Worth And Growth Potential

- A feeling of worth provides the character strength to overcome the primal instinct to automatically fend off people and thoughts that are different.
- Genuine interactions require the courage to expose yourself to the risk that one of your beliefs could be wrong.
- These situations are opportunities for growth.



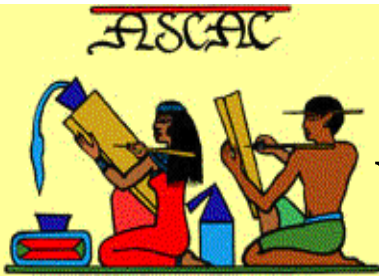
## (4) Link Between Feeling Of Worth And Growth Potential

- Ultimately a feeling of worth grows from
  - (1) achievements
  - (2) genuine admiration and respect projected from family, friends and colleagues.
- However, everyone enters the world as a bundle of pure unrealized potential.
- Everyone needs a foundation that provides the positive expectations and positive role modeling that we humans draw upon for healthy psychological development.
- **WHAT NORMALLY SERVES AS THIS FOUNDATION?**



## (4) Link Between Feeling Of Worth And Growth Potential

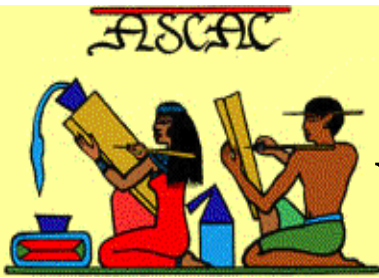
- One's culture is one's foundation.
- Culture consists of narratives, practices, geographical affiliations and purpose engendering links to the past and future.



## (4) Link Between Feeling Of Worth And Growth Potential

- People with deficient senses of worth lack the capacity to overcome issues of the ego.
- The ability to effect personal and community development is crippled.





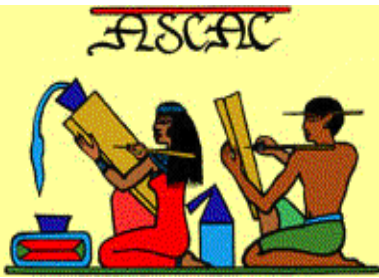
## (4) Link Between Feeling Of Worth And Growth Potential

- The modus operandi of conquering invaders was to:
  - beat the conquered into submission with savagery
  - destroy or deface cultural underpinnings such as places of worship, icons and libraries
  - suppress the conquered people’s knowledge of self through repetitions of the conqueror’s narratives
  - persecute the “radicals” and “militants” who persisted with their own narratives
  - elevate the “reasonable” people who adopted the conqueror’s narratives.



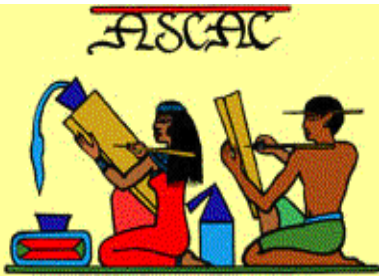
## (5) Dogged Resistance To Change

- Letting go of a deeply ingrained belief or behavior pattern (habit) entails a loss
  - a loss of part of who you are.
- Enduring the pain requires great desire and steadfast discipline.



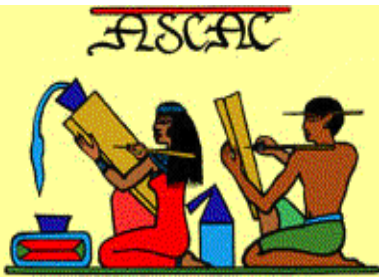
## (5) Dogged Resistance To Change

- Three escalating tactics for extinguishing behaviors and perceptions deemed to be threats:
  - ignoring the behavior or perception
  - reinterpretation
  - punishment.



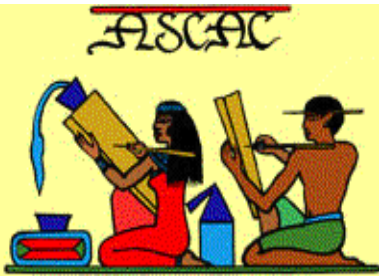
## Insights

- The group that controls education and the media will promote interpretations of past and current events that elevate the group. It will use language and project attitudes that treat its interpretations as truth even when they conflict with facts.
- The group that controls economics and politics will make policy that favors its own perceptions.
- People who raise facts that conflict with prevailing beliefs will be subjected to hostility.



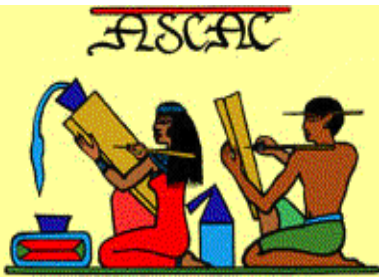
## Insights

- Unencumbered spiritual growth requires from the time of birth and onward:
  - exposure to positive role models with which one has a psychological affinity (i.e., same phenotype)
  - acknowledgment of worth
  - validation of rational perceptions.



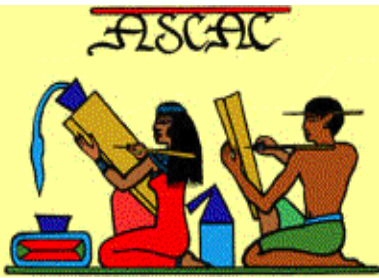
## Insights

- A society's repeated messages can lead one to adopt beliefs that fail to fulfill one's own spiritual requirements. They can cripple personal development and, by extension, community development.



## Insights

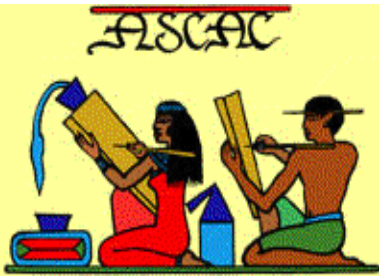
- Whether based on facts or not, once a belief is adopted, the unconscious motivators will stimulate attitudes and behaviors geared towards making that belief true for you.
- So personal development involves a process of raising adopted beliefs up to your conscious mind and discarding ones you find to be untrue.
- The dogged resistance to change can:
  - cause us to resist the potential for growth
  - drive other people to attempt to undermine our own growth effort.



## Insights

- Since about 90% of behavior is driven by ingrained beliefs formed by repeated narratives
- And since manufactured narratives and narratives based on reality are equally effective in forming beliefs
- And since beliefs and consequential behavior grounded in reality enhance personal relationships and community development
- Then a key to our collective growth is the adoption of a narrative based on actual events.





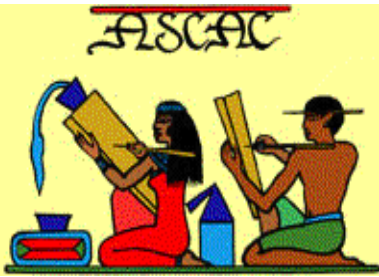
## Insights

- African people have no need to manufacture a narrative or adopt someone else's.
- As the world's first people, and builders of the world's first civilization, and developers of the sciences and practices from which the West derived its religions, philosophy, mathematics, physics, medicine, architecture and astronomy, our empowering narrative is the natural unfolding of history.



## Insights

- Spiritually evolved Africans have a clear and immediate mandate.
  - Imbue our narrative into our community so that three to five generations into the future most African people will be subliminally stimulated to achieve by an ingrained knowledge and appreciation of our story.



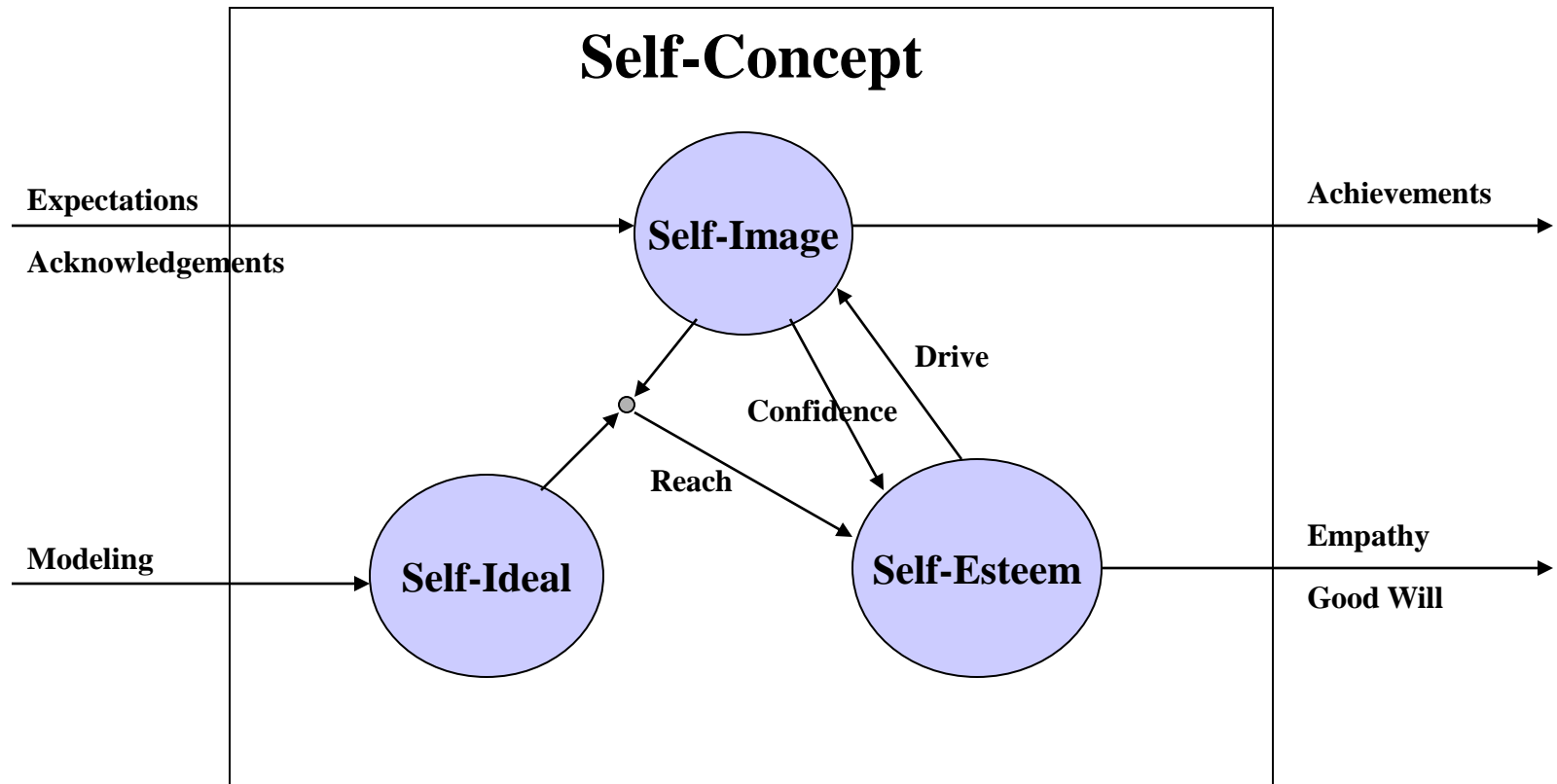
## Self Concept

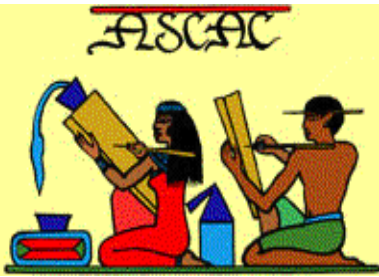
- The subconscious operates off a framework called the self-concept. The self-concept has three components:
  - self-ideal
  - self image
  - self esteem.
- Your self-ideal is your picture of the person you would like to become.
- Your self-image is your evaluation of your capabilities.
- Your self-esteem is your feeling of worth.

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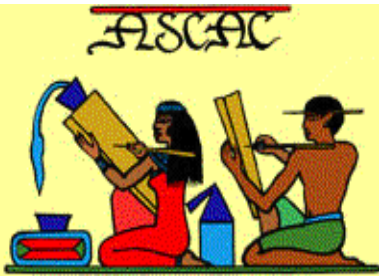
# Self Concept





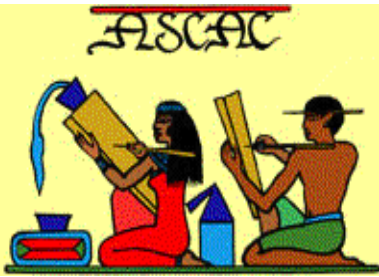
## Self Concept

- The subconscious draws conclusions about likeness or difference by comparing:
  - race
  - sex
  - age
  - physical stature
  - dress / grooming / appearance.
- These five factors, weighted in this order and usually below your level of awareness, determine the strength of your affinity to another.
- For psychological health, the dominant pictures in your self-ideal must match you in the first two categories.



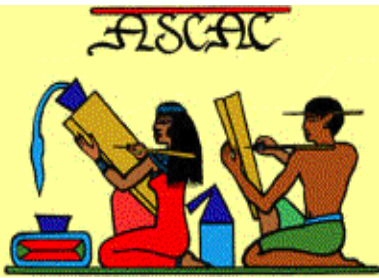
## Self Concept

- Perhaps in humankind's next stage of evolution, race will not be an ingrained discriminator.
- However, with our current biological makeup, building a healthy self-concept requires attending to racial images.
- Harboring a self-ideal that is out of reach for your self-image is damaging.



## Self Concept

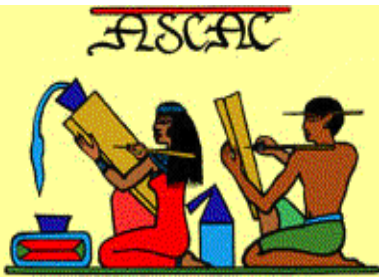
- For substantive intergroup relationships we must:
  - stop denying this aspect of our psyche
  - permit each other room to grow
  - expect respect for who we are
  - respect others.



## Self Concept

- For healthy self-ideals:
  - understand that up to the age of about seven a child accepts descriptions of himself or herself as facts
  - be a conscientious role model
  - create environments with positive African images
  - counter the pervasive message in our society that white means “good/right” and black means “bad/wrong”
  - be aware of and deal with the images children are taught to revere as ideals in our education and spiritual institutions
  - get involved in self-affirming social and spiritual organizations - ones that foster reverence for our ancestors and affiliation with our homeland.





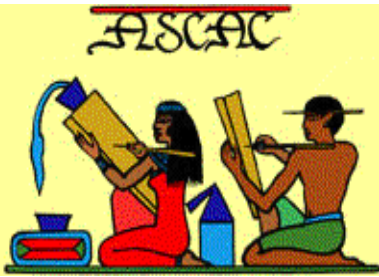
## Self Concept

- For healthy self-images:
  - understand that a child looks to parents to ascertain his or her value
  - give abundant loving attention in a child's first years to set a firm foundation for a high achieving individual
  - in a child's later years, supplement loving attention with enriching activities and positive expectations
  - attend to your unconscious needs for belonging and contributing through ceremonies, rituals, celebrations and activities of social groups - especially ones with a spiritual dimension
  - engage in activities that cause you to extend yourself.



## Self Concept

- Self-esteem manifests itself as a feeling of worth.
- It can be described as self-love, where love, as used here, is a genuine desire to see someone experience all the best in life.
- A person can never love another more than oneself; so healthy families, organizations and communities need people with high self-esteem.



## Self Concept

- People with low self esteems lack empathy and seem to be instinctively skillful in exploiting negative unconscious motivators.
- People with high self-esteems practice the principle of Maat; they seek harmony with their surroundings.