

JULIUS RUECHEL

The Emperor Has No Clothes

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- 1 You know that what's going on across the world is a psychological game - don't you? In an essay by Julius Ruechel, it is suggested to us that we do really understand that the game is all about power and control. So how can you get other people - who are still acting as if nothing is wrong - to see that?
- 2 Who has presented data to others, who - in the face of clear evidence to the contrary - still believe the narrative that has been foisted relentlessly on the world for the last 18 months? And who has received either indifference or hostility in response? It's time to do something different!
- 3 Data doesn't work in changing hearts and minds, because this battle is psychological, not intellectual. Data will help people when they start to question the narrative, but first, they have to start questioning it.
- 4 In order to start questioning the narrative, people need to have at least a seed of doubt. The seed of doubt does not come from data. Doubt comes first; the need for data follows. People are under a spell, and data does not have the power to break the spell.
- 5 In Hans Christian Andersen's story, the Emperor had no clothes on, but everyone pretended that he was dressed - and dressed in fine new materials. It was only when someone who was not afraid - a child - said out loud: "the Emperor is naked" that the spell was broken and people were able to see that. Indeed he was naked.
- 6 Why are people under a spell? Fear is the reason. When people are afraid, they seek certainty, out of a need to feel safe, and so reject anything that undermines certainty.
- 7 How can we break the spell, and stop the tyranny before it is too late? By having the courage to tell the truth - that is, tell the truth in person, not just on social media, and in public, not just in private.

Source: Tetbury Connect: [Magazine](#)

[LINK](#): The Emperor Has No Clothes: Finding the Courage to Break the Spell



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