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*Dear Reader,*

The hurly burly continues unabated and has seemingly assumed the trappings of the New Normal. The nonstop raising and dashing of expectations has rocked and rolled the sane individual's mindset in a world seemingly gone berserk. With this backdrop our lead story takes on particular significance with **Manfred F.R. Kets de Vries** writing a masterful piece on Dealing with Disappointment which, he says, can even turn into depression. "Expectation is the root of all heartache. We experience disappointment when our hopes and expectations are out of line with reality. Given the convoluted nature of desire, there are no experiences that are entirely free of disappointment. This is what makes disappointment such a complex and confusing

feeling." Dealing with Disappointment is a very timely offering and worth every second of the 14 minutes or more that it might take you to read.

Next up is **Parker Worth** with Confessions of a Purple Cow in which he celebrates Seth Godin as one of the greatest marketers to ever live, and calls his book "Purple Cow" as one of the greatest concepts to ever leave the human mind. Extravagant praise, indeed. Read on and discover why.

**Eddy Quan**, our regularly featured master of the wholesome quirk, has the legendary Alfred Hitchcock in his crosshair this time, and crows about revealing his Greatest Sales Technique. He cites Alfred Hitchcock's Psycho, and quotes him as saying "I believe in putting horror in the minds of the audience, and not necessarily on the screen." Intriguing indeed.

Lifelong Learning Tips selected by JJ aka Jamil Janjua are priceless, as usual, and the one that made the cut for special mention deals with keeping the pressure off high achievers: When you praise them for work done well, don't add that you expect even more in the future. Avoid the "Do More" mantra, and be unconditional in your appreciation. Easier said than done.

Back of the book we take you for an intercontinental ride from South America through Central Asia to the Far East, and witness how the Global North is taking the Global South for a grim ride replete with catastrophic consequences, may Allah keep us in His protection, ameen 🙏🙏

Explore JJ's curated articles for expert insights on managing people, business, and personal growth. Gain valuable knowledge and prepare for future challenges with confidence.

## INSIDE:



### Dealing with Disappointment

Manfred F.R. Kets de Vries | 14 min read



### Confessions of a purple cow

Parker Worth | 8 min read



### Alfred Hitchcock's greatest sales technique revealed

Eddy Quan | 5 min read



### Lifelong Learning Tips

JJ's Selection



### Nature Calling for ACTION STATIONS!

Adil Ahmad | 11 min read

# Dealing with Disappointment

By **Manfred F.R. Kets de Vries** | 14 min read

Robert didn't know what to think. How could he have misjudged the situation so badly? He felt angry, sad, and betrayed.

Because of his impending retirement, Robert had carefully groomed a successor to take over his key project. The company's executives assured him that they agreed with his choice. But when push came to shove, they vetoed his candidate. Instead, they appointed someone else to take the lead — someone Robert didn't trust to continue the work that had been the capstone of his career. Robert was left kicking himself for not seeing it coming. The sense of futility and bewilderment was almost too much to bear.

Many people successfully work through their disappointments. Somehow, they have the strength to take stock of what has happened to them, learn from the incident, and move on. They come out of such disappointments stronger. But others, like Robert, struggle. In these cases, disappointment can even become depression. How can we learn to manage our disappointments effectively?

## Managing Expectations

Someone once said, "Expectation is the root of all heartache." The quote recognizes that when we experience disappointment, our hopes and expectations are out of line with reality. We all feel this way from time to time. Some of these disappointments will not make much of a difference, but there are also disappointments that can change the course of our lives.

Given the convoluted nature of desire,



there are no experiences that are entirely free of disappointment. This is what makes disappointment such a complex and confusing feeling. Many of our desires that we pursue are unconscious, sublimated, and frequently contradictory.

Paradoxically, we may even become disappointed when we get what we want. For example, in Sigmund Freud's 1916 essay "Some Character-Types Met with in Psycho-Analytic Work," he explored the paradox of people who were "wrecked by success." Unconsciously, these people believed that their success was unjustified, so achieving it didn't feel satisfying to them. In other cases, even when we do get what we want — and think we deserve it — we may discover that what we wanted so badly doesn't bring the expected bliss and happiness.

## Developmental Influences

The way we handle disappointment is related to our developmental history — our relationship with our parents and other early, formative

experiences.

Some people seek to avoid disappointment by turning into underachievers. They unconsciously set the bar low and avoid taking risks, to prevent themselves or others from being disappointed. Without realizing it, they have decided that the best strategy is not to have high expectations about anything. Such behavior turns into a form of self-preservation. However, it also leads to a mediocre and unfulfilled life. Ironically, these people often turn into disappointments for everyone, including themselves.

Others, following a very different trajectory, seek to avoid disappointment by becoming overachievers. Although they tell themselves that their expectations of perfection are appropriate and realistic, these presumptions turn out not to be true at all. The bar is set far too high to ever make whatever they want to achieve attainable. They forget that perfectionism rarely begets perfection, or satisfaction — instead, it too often leads to disappointment.

Of course, there are also people with a more balanced developmental history. These people usually had parents who didn't try to be perfect, and didn't expect their children to be perfect either. By being "good enough" parents, they created a secure base for their children. These children feel secure in their relationships, supported rather than controlled, and are able to play, explore, and learn, thereby acquiring the inner strength to cope constructively with the inevitable setbacks that will come their way in their journey through life.

While it's helpful to know which way we lean, our developmental history is not our destiny. Whatever our developmental history may be — having a secure base or not — disappointment can provide us with valuable information about our beliefs about ourselves, other people, and what makes us happy.

## Styles of Coping

Major disappointments are often defining

moments in people's lives. Constructively dealing with disappointment can be a self-curative process that can contribute to personal growth and make for greater resilience. Take Winston Churchill as an example. Early in his career, the disastrous First World War military campaign at Gallipoli forced him to resign from his position as First Lord of the Admiralty. Churchill had come up with a plan (later called "Churchill's Folly") to send a fleet through the Dardanelles strait and capture Constantinople (present-day Istanbul), which he predicted would cause Ottoman Turkey to quit the war. But the plan utterly failed, and tens of thousands died. Churchill was disgraced and demoted.

To cope with this calamity and the subsequent humiliation, he refocused his attention and energy away from politics. Six months after his demotion, he became an infantry officer and joined the fight in France. During his time out of the political spotlight, he thought through what had happened to him and what it had taught him about dealing with life's challenges. While at first he felt overwhelmed by what he called his "black dog of depression," Churchill realized that it was much more constructive to reframe his disappointments as learning experiences in order to be able to cope better in the future, and to use disappointment as a catalyst for personal growth. Such soul-searching provided him with new information about himself, the world, and others.

Far too many people, when faced with disappointment, tend to attribute negative life events to their personal failings. They resort to obsessional self-blaming, as they feel ashamed or humiliated of not measuring up to the image of their ideal self. As a result, they direct their anger inward, to themselves. It may prompt them to say that they deserved it, that they were not good enough. Others, however, will turn their anger outward toward others, to people who didn't fulfill their expectations. It will contribute to feelings of spite, vindictiveness, and bitterness.

Unfortunately, both emotional reactions keep

the person stuck in a web of disappointment. In many instances, disappointment can turn into a lingering sadness — a feeling of loss, of being let down, or even of betrayal. In particular, this is the case when disappointment has been inflicted by people whom they trusted deeply, as in Robert's case. How can we overcome it?

## Overcoming Disappointment

Unpleasant as disappointments may be, we can always learn something from them.

To constructively deal with disappointment, we need to first understand what has happened. Some instances of disappointment are predictable and preventable. But there are others that are unavoidable and beyond our control. To manage disappointment, we need to differentiate between situations that fall within our control and factors that are beyond it. Being able to recognize the difference will help us to deal with our frustrations more appropriately.

We also need to check whether our expectations are reasonable. Are we having unrealistically high expectations, and thus aiming too high? Or are we setting our goals too low? If you belong to that group of people who set their expectations too high, working constructively through disappointments may help you to modify expectations. You may learn to move away from perfectionistic standards; you may start to accept what is “good enough.” For those who have set the bar too low, what they should stop doing is hanging on to false beliefs about life like, “There is no more hope” or “Nothing ever works for me.” Avoiding disappointment is not possible in life; trying to do so is not a very constructive way of dealing with life's challenges.

When disappointment occurs regularly, it may be advisable to reevaluate our perceptions and behaviors. We can examine whether we are inviting disappointment. Could we have been clearer in our communication of what we were expecting from others? Do we really know what we expect from ourselves? Are we listening to

what others are saying to us? Could we have done something different to arrive at a different outcome? Also, given what we know about ourselves, how can we adjust our expectations to be more effective the next time? And what support and resources do we have at our disposal to help us move through our feelings of disappointment successfully?

To deal with disappointment constructively, don't let it deteriorate into apathy and depression. Sustained negative rumination is not a prescription for change. When we become preoccupied by bad news, we lose sight of what is right in our lives and in the world around us. We only internalize feelings of sadness and anger. Hanging on to these feelings can result in us unconsciously making them a part of our identity.

When we catch ourselves thinking negatively, we should redirect our energy and focus on positive solutions. Although from an unconscious perspective we may be reluctant to let go of a disappointing experience, in the long run it will be more detrimental to continue holding on. When we become too preoccupied with thinking about situations that have not met our expectations, we only create unnecessary stress.

Disappointment is not meant to destroy us. If taken in stride, it can strengthen us and make us better. In spite of its devastating emotional impact, we may even consider encounters with disappointment as journeys toward greater insight and wisdom. But to be able to make these journeys of self-reflection and reevaluation meaningful, we need to look beneath the surface. Only by working through painful associations will we be free from them.

In spite of whatever disappointing experiences come our way, our challenge will be to not let bitterness take root. We would do well to keep in mind that although disappointment is inevitable, being discouraged is always a choice ■

### Source:

<https://hbr.org/2018/08/dealing-with-disappointment>

# CONFESSIONS OF A PURPLE COW

**Parker Worth** | 10 min read

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Confessions of a purple cow...

Everyone needs a purple cow.

Especially, if you want to grow an online biz...

## **Here's the deal:**

Seth Godin is one of the greatest marketers to ever live.

And his book "Purple Cow" is one of the greatest concepts to ever leave the human mind...

Now I know what you're thinking...

Parker purple cows? Are you tripping?

Stick with me here...

Because this idea is so powerful it

will make your products outsell the competition (even in a tough market).

## **Ready?**

A purple cow is something remarkable. You're driving down the highway and normal bozo cows don't stand out. But a purple cow? That'll turn some heads.

## **The point?**

Go big or go home.

Godin argues that "safe" ideas are not safe at all. People find them boring and will ignore them, like normal-colored cows. It's the risky ideas and concepts that'll survive.

## **Don't believe me?**

HINT: Content creation courses for content creators. How many of those do you see stick around?■

## And instead of asking:

“Does this market really need another content creation course?”

People just build it and cry when their sales are low.

## Enter the purple cow.

My launch slapped the bass because...

...My first step was to create a big, remarkable idea. An idea that would be a purple cow on the busy internet highway...

## That's how you start.

I used Godin's framework to create a purple cow course. This should be your first step before building anything:

- 1 Come up with a list of ten ways to change your product (not the hype) to make it appeal to a sliver of your audience.
- 2 Think small.
- 3 Copy.
- 4 Find things that are “just not done” in your industry, and do them.
- 5 Ask, “Why not?”

My result before I even thought about building the digital storytelling masterclass:

- 1 I combined a storytelling course with marketing to create something unique.
- 2 What if I took the most famous stories on the internet and broke them down?
- 3 I wanted to use the drip-fed email course style from Derek Johanson's CopyHour.
- 4 I couldn't find another digital storytelling course on the market.



- 5 I researched all the reasons why someone wouldn't need this course. And used those answers to destroy objections.

These small 5 steps will do wonders for you.

## Don't sleep on it ■

Catch ya soon,  
Parker

Parker <[parker@parkerworth.com](mailto:parker@parkerworth.com)>

# Alfred Hitchcock's Greatest Sales Technique Revealed

By **Eddy Quan** | 5 min read

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Call me weird but one of my favourite methods for sharpening my business skills is to completely ignore business books/podcasts/courses and watch old movies instead.

Just last week in fact, I rewatched for the first time Alfred Hitchcock's Psycho.

Now.... Whenever I bring up Psycho, people always think of the famous shower stabbing scene and the even more famous horror music that plays with it.

But if you actually watch the movie.... You'll find that what makes it scary isn't the murder but everything that happens around the murders.

It's the way Hitchcock gets in your head and forces you to "see" the most graphic images in your head without revealing it on screen.

Speaking of Hitchcock, he once shared his secret technique that's directly applicable to sales:

"I believe in putting horror in the minds of the audience, and not necessarily on the screen"

This, my dear reader, is the secret to driving more sales than all the cheap sales tactics in the world.

Instead of being full frontal by telling your audience what will happen if they don't take action to solve their problems.....

Ask them to imagine what could happen if their problems persist.

By doing so, you are tapping into one of the most powerful psychological weapons known to man:

The power of one's imagination.

Specifically, using the power of their imagination to help them visualise the worst case scenario of what could happen if they don't solve their problems.

When you do this.....

And position your product as the solution to avoiding such a scenario.....

They will make the decision to buy without you having to force it down their throats like a desperate salesman.

Give this a show with your next offer and let me know how it goes ■

Your man

Eddy "psycho" Quan

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# Lifelong Learning Tips

Selection by JJ

## ■ When meeting discussions turn heated,

try a “walking meeting.” Have groups of two or three employees—preferably those with different views on the meeting topic—take a 15- to 20-minute walk. Ask all groups to come back to the “sitting meeting” with solutions in mind.

## ■ Be more persuasive

by affirming some aspect of the other person’s position before presenting your view. Example: “I agree your cost-cutting stance makes sense, which I’m balancing alongside our need to invest in our growth.

## ■ Avoid making bad voice-mail impressions:

Leave brief voice-mail messages. How brief? Leave the same message on your voice mail and see if you like listening to it.

## ■ Keep the pressure off high achievers:

When you praise them for work done well, don’t add that you expect even more in the future.

## ■ Retain important product documents

by storing them in sealed y plastic bags. Label each bag with the item and purchase date, and keep them handy so you can retrieve manuals or warranties quickly.

## ■ Avoid sending incomplete e-mail messages

by typing the address last, after you’ve written the message itself

## ■ Overcome interruptions

by writing a one- or two-word description of what you were about to do before the interruption occurred and tape it to your desk. When you return, your note will save you from trying to remember where you left off.

## ■ Respect employees’ and co workers’ privacy

by refusing to talk about sensitive topics in open work areas. Head into an empty office or the conference room.

## ■ Make training stick

by ex-plaining the “why” as well as the “how.” For every 15 minutes you spend teaching an employee a new task, take a minute or two to explain why the task is important—to him, to you and to the organization as a whole.

## ■ How can you create an environment

that motivates and inspires employees? Treat them like adults. Eliminate management policies that convey a lack of trust. Example: Probation periods and locked supply cabinets send the wrong message to employees.

*Extracted from Communication Briefings*



Nature Calling for Action Stations (NCfAS#34)

# Tale Terrible of Three Cities



From Cali in Colombia to Busan in South Korea via Baku in Azerbaijan, concern for Nature is squarely on the back foot as the Global North bears down on the Global South in merciless fashion.

In Cali, the world's biggest [nature conservation conference](#), the 16th Conference of Parties (COP16) to the UN's Convention on Biological Diversity (CBD), closed with no agreement on a roadmap to ramp up funding for species protection (Dawn, November 3, 2024). The conference, the biggest meeting of its kind yet with around 23,000 registered delegates, was tasked with assessing, and ramping up, progress toward reaching 23 targets set in Canada two years ago to halt humankind's rapacious destruction of nature's bounty by 2030. They include placing 30 per cent of land and sea areas under protection and 30 percent of degraded ecosystems under restoration by 2030, reducing pollution, and phasing out agricultural and other subsidies harmful to nature. For this purpose, it was agreed in 2022 that \$200 billion per year be made available to protect biodiversity by 2030, including the transfer of \$30bn per year from rich to poor nations.

In Baku, COP29 did set out a wider target of \$1.3 trillion per year by 2035 to help developing nations pay for the energy transition and brace themselves for worsening climate impacts, but managed

to mobilize only \$300 billion from wealthy nations (Dawn, November 27, 2024), bringing forth an avalanche of righteous indignation from the Global South, typified by Nobel Prize laureate and Bangladesh's interim leader Muhammed Yunus's quote "COP29 fight for climate money is humiliating" (Express Tribune November 14, 2024), a sentiment shared by all.

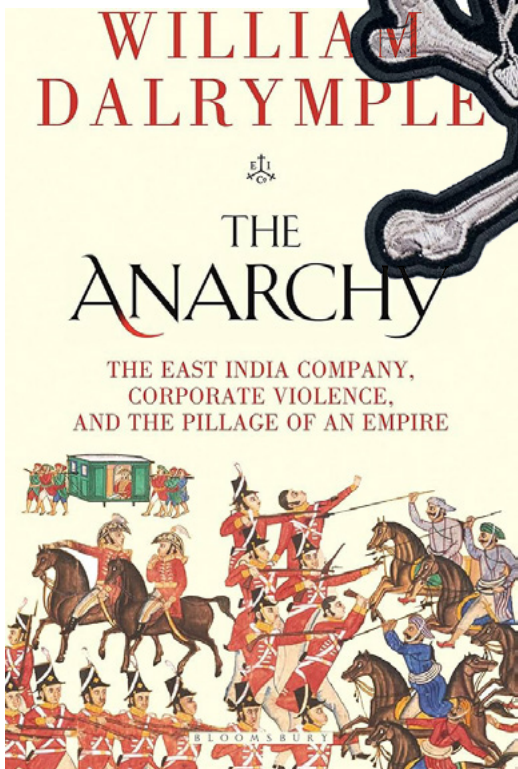
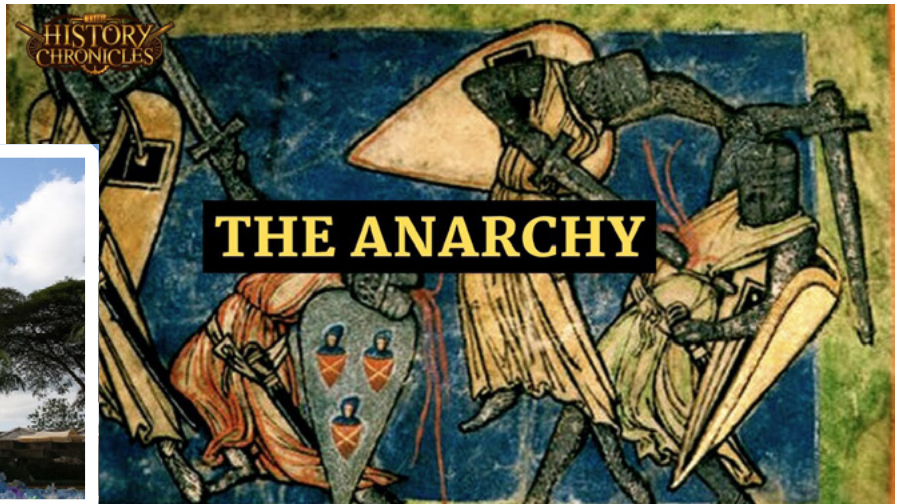
Writing in his column titled "Annual COP-out" (Dawn, November 27, 2024), Mahir Ali really laid into climate deniers, starting with US president-elect Donald Trump. "Inevitably, given the timing of the conference, the malevolent spectre of Donald Trump hung over the proceedings. Even at the best of times, the US has hardly stood out as a leader in the combat against devastating climate change, with the majority of its

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**"The 16th Conference of Parties (COP16) to the UN's Convention on Biological Diversity (CBD), closed with no agreement on a roadmap to ramp up funding for species protection"**

—Dawn, November 3, 2024

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legislators — all too many of them addicted to contributions from fossil fuel firms and lobbyists — turning pale at the prospect of a Green New Deal.

But Trump and some of his closest associates are seemingly determined to pump up the volume of oil and gas extraction because all

the hullabaloo about climate change is, after all, no more than a hoax. He may well agree with Argentina's Javier Milei, a kindred spirit from the loony right who claims to have been hailed by Trump as his "favourite president" — and who withdrew his nation's delegation from Baku after the first three days — that

the climate crisis is just a “socialist lie”.

What is a little more perturbing is that Azerbaijan’s leadership appears to be on more or less the same page, with President Ilham Aliyev hailing oil and gas as a “gift from God”, with no acknowledgement of the various other natural wonders that are at risk because humans insist on burning fossil fuels for energy.”

In Busan, a fifth round of talks aimed at securing an international treaty to curb plastic pollution has seen slow progress, and there are doubts that a deal can be reached at the final UN Intergovernmental Negotiating Committee (INC-5) meeting to yield a legally binding international treaty (Dawn, November 28, 2024). Petrochemical-producing nations have strongly opposed efforts to target plastic production, over the protests of countries that bear the brunt of plastic pollution such as small island nations and low- and middle-income countries. The main fault line in talks lies over whether the treaty should address the full lifecycle of plastic, including potential limits to its production, chemical precursors and certain products considered unnecessary, including

**“The victim card which we in the Global South excel at playing doesn’t cut any ice with our lords and masters in the Global North. It never has. To expect compassion and empathy is to live in a fool’s paradise”**

– Author

**“Trump and some of his closest associates are seemingly determined to pump up the volume of oil and gas extraction because all the hullabaloo about climate change is, after all, no more than a hoax”**

– Mahir Ali, Dawn columnist

many single-use items.

## Reinventing Anarchy

I am reminded of a book I reviewed recently for the Readers Club, William Dalrymple’s *The Anarchy*, a no holds barred account of the relentless rise of the East India Company. It’s worth a read for those wishing to acquire a clearer understanding of our predicament. The victim card which we in the Global South excel at playing doesn’t cut any ice with our lords and masters in the Global North. It never has. Profit driven resource extraction is the name of the game where they are concerned with nary a care for the ungodly mess they leave behind. To expect compassion and empathy is to live in a fool’s paradise.

Unfortunately for the Global North, the wrath of Nature differentiates not between the Global North and South as recent events have amply demonstrated with terrifying and hugely destructive hurricanes, floods, heat waves and wildfires laying low countries of the Global North without exception. It’s time to pause and ponder for humanity as a whole ■

Column by Adil Ahmad, Correspondent, TCS Octara.Com