

CREDIBILITY IS SIMPLE: IT'S WHO TRUSTS YOU TO TELL THEM TRUTH

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I am honest and truthful. Now you might not know that for sure which is fine but I am honest and truthful. So the moment I say that Bill Gates is the worst abomination and savage barbaric evil destructive monster that has ever been born in any Civilisation in history, in fact ever spawned of human woman's womb in four million years, then that's what it is and you can seal it in stone and graft it in etchings of platinum and write it into the fabric of the cosmos. Because my word is much stronger than Almighty God. And so I don't really give a damn about whether you believe me or not. In the long run, Bill Gates is felled by my word.

1. SIGH I'LL GO OVER CREDIBILITY

You see, people's beliefs depend on trust. You can fool people and manipulate people and gain gullible people's trust and lie to them. That's the Bill Gates type approach. He is a deceiver and manipulator and pathological liar. Another way is just be truthful and just and good. This requires people's innate human instincts about you being right about you, and they trust *who you are* because they sense that you are actually flawed and perfect in ways they know about deep down. And this sort of trust is stronger. In the long run, I will gain more credibility with people anywhere on Earth because I am not actually all that interested in telling them something to get my way with them. I am interested in being more right than everyone else. So they will trust me for being me. And I love myself, so I think everyone else ought to as well. And when they do, they will even find my most outrageously obnoxious statements that they cannot ever accept as probably right. People's *trust instincts* developed for survival in evolution. They did not evolve for soundbites on cable networks. There is organic visceral part of trust. And that part is slow, slow enough that these White People in American Government might distrust me long enough for giraffes to evolve wings and so on. But *eventually* they too will realise that I was always right. Then they will turn around and say – after I have been ground to mincemeat and dead or whatever – that their colleagues did not trust me but they were always sure that I was right. Nice move over there.