

# On the Self-Serving Bias



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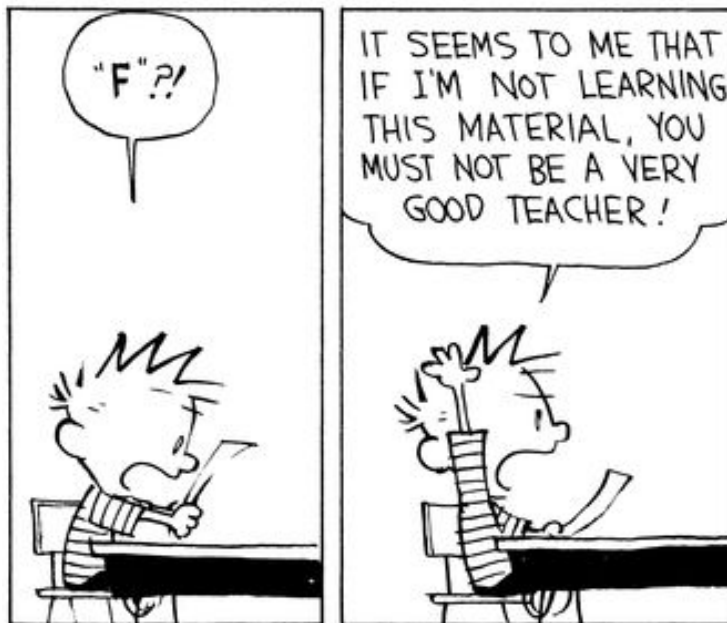
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## Introduction



It seems to me that ... the self-serving bias was one of the first notions I imbibed in my search to feel better than the angry, irritable, clever man I was. Surely life was not meant to be lived in such daily pain and suffering.

So I picked up Eric Berne's *Games People Play* and the long journey to wellness began. If Berne did not explicitly discuss the self-serving bias (I can't remember if he did), all the games he described were founded upon it.

There's actually a broader perspective into which the self-serving bias fits as a strategy. I described that broader view as "Separate Selves Struggling for Survival amid Seeming Scarcity" in an article in this book. (1)

The broader view sounds convincing but it's wholly untrue. We're not separate selves; there's no need for struggle or scarcity; and we'll always survive no matter what.

There's no room for God or galactics in this perspective.

But even worse, given that the view ties us to conflict, we seem always to end up looking out for # 1 and struggling with everyone else to survive. This is not a life.

I hear Kathleen saying, “How’s it working for ya?” Well, social Darwinism only works for the elite of the elite when it does at all. They too are struggling to remain in position - and survive.

It doesn’t work at all for the so-called weak who, forgotten by a society led by a controlled media, languish, as people in many countries around the world are doing at this time. Sri Lanka is a stark example.

If we’re going to reverse this global situation, we have to become aware of how the paradigm and its strategy are being sold to us. We have to watch our own thoughts and acts to see it, to raise it to awareness, which usually is enough to handle any problem.

Have fun with this one. Just get that at times you and the rest of us are self-serving. Notice when you’re being that way and just stop. Just the facts, ma'am, without the spin.

As a matter of fact, you don’t actually need to have something to put in its place. It’d be enough to just stop.

When I look at my own self-servingness, I feel almost as if I’m steeped in it. So much so that it’s almost invisible to me. And certainly almost irresistible (a siren song).

And yet seeing it and sharing what we see can be one of the most intimate acts between two partners. It injects a note of reality into many a conversation.

Pushing our edge by revealing our self-servingness can result in a return of sharing in a stuck relationship; it can be evidence of sincerity; it can be an icebreaker.

I haven’t emerged from the self-serving bias so I can’t tell you how it feels to be free of it. But after years and years of playing the awareness game, I regard the journey as being as much fun as arriving at the destination.

## **Footnotes**

(1) “Basic Third-Dimensional Illusion: Separate Selves Struggling for Survival amid Seeming Scarcity.”



# The Self-Serving Bias: The Chief Barrier to Life Working

November 2, 2016

<https://goldenageofgaia.com/2016/11/02/self-serving-bias-chief-barrier-life-working/>



*Looking out for Number One*

**Originally written March 7, 2011**

The self-serving bias is the tendency to glorify one's self and criticize or minimize others.

It's the tendency to play up one's victories and successes and play down one's failures and defeats.

It's the tendency to excuse oneself for anything that doesn't work and blame others, etc.

I suspect that we all have a sense of it. And in fact we see world leaders particularly, but even the corner grocer, engaging in it continuously.

I see it in myself.

And I want no part of becoming concretized through the use of it. But how to cleanse oneself? My normal approach would be to be transparent about it. But doing so carries a cost.

One could be accused of being maudlin, narcissistic, etc. for even speaking out about one's own self-servingness. And I have been. However, I think the risk worth it.

The self-serving bias will fossilize a person no matter what their intentions are. I'm inclined to think that it's the primary corrupting agent in all of life and history: The tendency to want to glorify oneself, usually at the expense of others.

It's the primary weapon of ego. As far as I'm concerned, it's the house of ego: Vainglory, hubris, pride.

If I started down that road, I'd begin the process of turning to stone. My awareness would begin to shut down. I'd silently and gradually turn from being an open and transparent person into one who created a story about himself in which he was the local hero, and all his disappointments and defeats would be blamed on others. I'd move from being flesh and blood to being a rock.

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The self-serving bias is perhaps the worst virus among viruses, the most silent, deadly, and conspicuous. In the beginning it's invisible but in the end it's obvious.

I hear one lightwalker calling himself the "father" of a field, another calling himself the sole representative of the galactics on Earth. Balderdash. We're here in a common enterprise and it isn't for the purpose of empire-building or self-flattery.

*I don't matter.*

I say that to strike a blow at self-servingness.

It's a simple fact: The "I" of the ego does not matter. The ego serves a caveman, but it doesn't serve us. (1) We want to aid world freedom and achieve unitive consciousness. In this work, the ego has no place at the table.

I don't want myself to succumb to the self-serving bias and so I declare that fact, flat out. I declare it publicly. I don't want an empire. I don't want to be influential. I don't want to be flattered or put on a pedestal.

What's the moral of the story?

It's this: What you and I are involved in right now is too great, too magnificent, too important to lose our grip on the factors that will bring success.

Failure would be all too easy and the rise of the self-serving bias is perhaps the largest single factor that could cause our failure to accomplish anything of importance.

I'm as liable as anyone to succumb to the self-serving bias and so I declare that to all and sundry in the hopes that you'll keep me honest if perchance I forget.

We're building a world that works for everyone. We're dismantling an elite structure that exists around the world and keeps people enslaved and hurting. We're empowering people to live freely and abundantly.

There's no room for vainglory in this work and I remind myself of that every day. I don't want to be self-serving. I will not do so.

I want to live in a world that works, among people who are empowered and happy. In Self-Realization, the "I" of the ego ceases to matter, but *we* matter.

*We* will push through and accomplish the vision. *We* will, together, with no one of us of more importance than the other. With no one's accomplishment raised above another's, *we will* build that new world.

## Footnotes

(1) For what I consider to be the core belief of the ego, see “Basic Third-Dimensional Illusion: Separate Selves Struggling for Survival amid Seeming Scarcity,” May 17, 2020, at <https://goldenageofgaia.com/2020/05/17/basic-third-dimensional-illusion-separate-selves-struggling-for-survival-amid-seeming-scarcity-2/>



# A Review of the Self-Serving Bias

July 19, 2011

<https://goldenageofgaia.com/2011/07/19/good-time-to-review-the-self-serving-bias/>



The self-serving bias is the epitome of old-paradigm values and perspectives and has no place in Fifth-Dimensional life.

Wikipedia says of the self-serving bias:

“The self-serving bias can be seen in the common human tendency to take credit for success but deny responsibility for failure. It may also manifest itself as a tendency for people to evaluate ambiguous information in a way that is beneficial to their interests.”

Conceived most generally, the self-serving bias is the tendency to interpret matters advantageously, so as to maximize one's own role in successes, wins, and gains, and minimize one's role in failures, defeats, and losses.

I'd like to restate that view a few different ways in the hopes that the more angles it's seen from, the deeper we get a sense of it.

- The self-serving bias involves taking credit for successes and denying responsibility for failures.
- It involves attributing success to internal and personal factors within one's control and failures to external and situational factors beyond one's control.
- It attributes to oneself all honorable intentions and aims and to others all dishonorable intentions and aims.
- It involves knowing why something succeeded but posing as being ignorant of why something may have failed.
- It involves attributing central and indispensable leadership to oneself in things that succeed and being left out of the loop in things that failed.

Werner Erhard gave another account of it. He used to say that the mind, which has, as its central value, survival of the being and anything with which the mind identifies it, tends to make itself right and others wrong, to judge and avoid being judged, and to dominate and avoid being dominated. That's another good way of seeing the matter.

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The self-serving bias demonstrates an overwhelming commitment, not to the truth or service of others, but to one's own survival. It shows a willingness to sacrifice anyone who does not, or is not seen to, contribute to one's own survival.

The higher the threat to one's self, the larger the display of self-servingness. This is the stuff of many Hollywood movies in which the bad guy is shown to be merciless when holding the upper hand and craven in the face of unavoidable threat and the hero to be merciful when holding the upper hand and undaunted in the face of unavoidable threat.

Even the action of many Hollywood movies is self-serving. In the beginning, when the threat value of the bad guys is being established, the black hats tend to be good shots, invincible, smart, etc.

In the end, when the good guys are vanquishing the bad guys, the black hats cannot shoot straight for the life of them, are knocked down one after another by the good guys as if they were straw men, etc. The action simply serves the needs of the writer/director and bears no resemblance to real life.

The self-serving bias itself may be the second most common theme in Hollywood movies - second only to the theme of boy meets girl and falls in love. (1)

It's based on a view that we do not survive death and so life should be promoted and protected at all costs. (Notice if you think these views are self-evident, when in fact both statements are not true.) It puts nothing else, such as the group welfare or honor, above simple survival of the being in its physical form and everything that is seen to contribute to it (wealth, reputation, friends, country, army, ownership of guns, enforcement of racial purity, martial law, whatever is seen as contributing).

The self-serving bias lies under most, if not all, “isms” - temporocentrism, anthropocentrism, ethnocentrism, etc. An “ism” is a tendency to make an idea more important than whatever the truth of the moment is. As such, the self-serving bias may be seen as one of the chief obstacles to the truth being known and expressed.

An alternative to the self-serving bias is to recuse oneself from a situation in which a perceived conflict of interest exists and to acknowledge when one is, or is likely to be, acting self-servingly. The self-serving bias is something one can observe acting in oneself. One needn't be a slave to it. One can even act self-servingly and acknowledge that one is doing exactly that.

Nonetheless, in moving towards the Fifth Dimension, we're moving from service to self to service to self and others. We know that we're eternal beings and that death is simply a stepping out of a suit of clothes that no longer serve us and not a disruption in the continuity of existence even for a minute (unless one is temporarily unconscious due to pain, etc.).

There is not for those who know their own eternal nature the same felt need to ensure the survival of all that promotes the continued existence of our physical forms and this lack of a felt need ripples down through our values, aims, and actions.

The one who considers that consciousness is extinguished upon physical death cannot see his or her way clear to dropping the concern for the physical and all that promotes its survival. The desire to protect one's form, health, position, and belongings can seem so self-evident as to be irresistible. That's why detachment is promoted by many of the sources we read and why they try to communicate to us our true situation in regards to matters like death.

## **Footnotes**

(1) Unless both those themes have been replaced in this era of the "war on terror" by the common theme that folklorist Vladimir Propp described as "interdiction, violation, consequence, escape." These action sequences he called "motifemes" or discrete atoms of action. What this translates into is plot sequences in which someone is warned not to do something (a crime, a dishonorable act, a risky venture); they do it; they suffer the consequences; they escape the situation, often only through death. This is the stuff of the dozens of law-and-order TV shows and war movies on almost every channel these days.

# Basic Third-Dimensional Illusion: Separate Selves Struggling for Survival amid Seeming Scarcity

May 17, 2020

<https://goldenageofgaia.com/2020/05/17/basic-third-dimensional-illusion-separate-selves-struggling-for-survival-amid-seeming-scarcity-2/>



What is the mindset we're trying to let go of, that tells us how life is in our everyday setting? Can we state it in its simplest and most fundamental form?

Let me offer my version of it:

*We are separate selves struggling for survival amid seeming scarcity.*

The best label for this view of life, in my opinion, is "social Darwinism." Life is a struggle for existence, in which only the strongest survive.

Can we look at this short statement, as an approach to dispelling our primary 3D illusions?

(1) *We are separate selves.*

(a) We are selves. That's true. God tied a knot in the ocean of love, light, and consciousness. The balloon thus formed, full of God-stuff and consciousness, we call a self.

(b) So long as our vibrations are dense and heavy, we can only know that self as something separate from all other selves.

We don't see or feel the God-stuff. We refuse to admit that the seeming individuality we have is not fixed, permanent, or eternal. We are God but we refuse to abandon our penultimate state as God the Self, Christ, Atman, or pearl of great price.

St. Paul describes the ultimate surrender of the Self - in Biblical code - here:

"Then *cometh* the end [final enlightenment], when he shall have delivered up the kingdom [all the bodies, all the selves] to God, even the Father." (1)

This surrendering of the Self constitutes "final" enlightenment, which, in my vision of 1987, was represented by the small golden star returning to the Father and immersing itself in him. (2)

Therefore, viewed from the standpoint of ultimate Reality, there is only One and we must be that One. Otherwise there would be two.

Viewed from the Highest Reality, then, there never was, is, or ever shall be separation between God and this apparent "me."

So the separation from God is only a seeming, which occurs on the Third and Fourth Dimensions, the lowest and most dense we'll ever see.

Therefore, this part of our statement - that we are separate selves - is not absolutely and fundamentally true. In the end, it's revealed as an illusion.

(2) *struggling for survival*

Survival - do we actually need to survive? Have we ever questioned that?

I've been outside my body and see that I am not my body. When I was outside it, I never felt hunger or questioned where I'd sleep that night. I was free of all those conditions.

Whatever happens to my body at death need not concern me for I have a life independent of it. So for me, anyways, survival is not an issue.

(b) Struggling - do we need to struggle to survive? Or struggle for anything?

In the time I spent in Fifth- and Seventh-Dimensional love in 2015, I found myself in a state of consciousness where any idea of struggle would have been laughable.

Laughable because I could not have struggled for anything, so deeply awash with love was I - rich, profligate, generous. I could have given it all away, knowing that the replenishing flow was endless.

No struggle there. But no struggle also because I had everything I wanted. Don't you see? Love - real love - is what we're looking for. So I know a state of being where real love is free and plentiful and in that state is not a thought of struggle.

In that state, we're certain that we've arrived. There is nowhere else to go except deeper and deeper into Love.

Therefore, that we need to struggle to survive is another myth, another illusion.

(3) *amid seeming scarcity.*

Leaving aside the fact that any scarcity we create increasingly seems to arise out of our own beliefs in lack and limitation, there was certainly no scarcity where I ended up. I drowned in an ocean of love. No scarcity there and I wanted nothing else.

If you offered me gold while I was in that state, I'd have only smiled. I wouldn't have lifted a finger for it. What can gold give me that love does not? In that state you really get the importance to us of how we feel. Because when we feel brimful of love, we want nothing else.

All I wanted was to touch the fingers of other love-soaked pilgrims as they passed me by going wherever they were going in an unrushed, love-drenched world.

Consider replicators as a mid-term tangible indication that there's no scarcity. The replicator will give you whatever you ask of it.

Then consider that, before our journey of Ascension has ended, we'll be creating what we want by thought. No scarcity there either.

The trend is not towards scarcity but away from it. So this part of our statement too seems to be an illusion.

There isn't a part of our statement of the fundamental credo of the Third Dimension that has held up to scrutiny when viewed from a higher-dimensional perspective.

And yet this point of view is so basic to our behavior patterns that we "live it," without thinking about whether anything about it is true, real, eternal. And nothing about it is.

*We are not separate selves struggling for survival amid scarcity.*

We are Children of God, not different than or separate from the Mother/Father One, learning our true identity by willingly entering an illusory world and limited existence for a time. Our journey ends when all individuating bonds are broken (the balloon is burst) and we experience our Oneness again.

### **Footnotes**

(1) I Corinthians 15:24.

(2) See "The Purpose of Life is Enlightenment – Ch. 13 – Epilogue," at <https://goldenageofgaia.com/2011/08/13/the-purpose-of-life-is-enlightenment-ch-13-epilogue/>



## On Self-Servingness

June 24, 2019

<https://goldenageofgaia.com/2019/06/24/on-self-servingness/>



Remaining aware of vasanas (core issues), patterns, and interests might be enough to keep me on track if it wasn't for the intervention of self-servingness.

Sociologists call it the self-serving bias. The Company of Heaven calls it service-to-self.

It's a construction of a mind convinced that we must struggle with each other for a fixed amount of resources and only the fittest will win and survive.

A strong self-serving bias then becomes an asset. The rules we follow become like: Look out for Number One; someone is eating your lunch; you snooze, you lose; etc.

Self-servingness arises unnoticed and has a certain feel to it. It tends to be suspicious and skeptical, held back and manipulative. Whenever those feelings are present, I know I've lapsed.

Again the answer for me is simple: Just stop. Just let it go. I don't need to fill the space thus created with anything else. Allow there to be space. Everything good arises in space and won't arise until there is space.

I know that self-servingness does not go with us into the higher dimensions. On any occasion I've spent in that love-filled environment, the self is almost totally forgotten as we have no outstanding desires save for more love.

Sages point out that two words are obstacles to unfoldment. They are "I want." Ego ("I") and desire ("want").

When one is immersed in an ocean of love, no desires arise and hence no perception of ego.

There is no longer any self to serve.

# Are We the Best Judge of Our Own Failings?

June 14, 2020

<https://goldenageofgaia.com/2020/06/14/are-we-the-best-judge-of-our-own-failings/>



*Credit: [thehostages.wordpress.com](https://thehostages.wordpress.com)*

Are we the best judge of our own failings?

I don't want to choose a particular "failing" because I'd immediately open the door to a passionate, perhaps angry debate.

And the debates tend to skyrocket easily. Before long we've gone nuclear and we're lobbing memes at each other. That isn't what I want.

You're welcome to choose a failing and substitute that for the generic term.

In my terminology, a "failing" is a place or event where we didn't live up to the standards in the eyes of the one doing the judging. Yes, it's a judgment. But it's at the center of most of our social debates these days, so I use the term.

In my opinion, we *do* tend to be judgmental, whether we think we are or not, as our social discourse (Twitter, Facebook, Instagram, etc.) amply reveals.

What do we do with something we perceive in ourselves to be a failing? I can really only speak for myself so I use myself as an example.

When I confront a failing, I feel an overwhelming (and welcomed) urge to embed it in a self-serving story, blend it in there, present the best possible face.

Synonyms for "self-serving" are "service-to-self" and "looking out for Number 1." A near-relative of "failing" is the word "sin," which in archery means "a missed mark." A failing is a missed mark.

We often call our self-serving stories "puffing ourselves" and "shifting the blame." If one becomes too deeply-mired in self-servingness, we often call that person a "narcissist."

But to return to our question.... My self-serving story serves several purposes:

- (1) It excuses my failures, defeats, and losses and blames someone else for them (You made me mad; you made me do it).
- (2) It locates the cause of my successes, victories, and gains in myself and not in anyone else.
- (3) It justifies my actions and disputes the justifications of others.
- (4) It praises my actions (or invites praise) and condemns the actions of others.
- (5) Etc.

I find the temptation to tell a story self-servingly almost irresistible. Even if I avoid it to a degree, at some point I find a strong urge to slip in a wee self-serving comment, just ever so small (he said self-servingly).

The more important the matter, the greater the pressure to be self-serving with it. Look at our political leaders. They yield to the temptation to be self-serving continuously - on camera and off. (Oh, no, this is not a judgment; it's an observation, he said in his own defence.)

Most people talk self-servingly and are unaware of it. Or if they're aware of it, they're expecting most people to agree with them.

A friend is someone who agrees with my self-serving rendition of things, especially (critically) when I'm on a slippery slope. In the growth movement, we'd call that "buying our bullshzt."

Unless I'm a prophet, saint, or avatar, I'm probably not beyond the reach of the self-serving bias. That means to me, to answer our initial question, that, in most cases of looking at my own failings, I'm definitely *not* the best judge.

### **Further Reading**

"This is the Time We've been Praying for," April 27, 2020, at <https://goldenageofgaia.com/2020/04/27/this-is-the-time-weve-been-praying-for/>

"On Self-Servingness," June 24, 2019, at <https://goldenageofgaia.com/2019/06/24/on-self-servingness/>

"The Self-Serving Bias: The Chief Barrier to Life Working," November 2, 2016, at <https://goldenageofgaia.com/2016/11/02/self-serving-bias-chief-barrier-life-working/>

"Obstacles to a Smooth Ascension: Self-Servingness," Dec . 4, 2012, at <https://goldenageofgaia.com/ascension-as-of-2012/obstacles-to-a-smooth-ascension/obstacles-to-a-smooth-ascension-self-servingness/>

"What Do We Want? A Self-Serving Society or a World That Works for Everyone?" Nov. 24, 2011, at <https://goldenageofgaia.com/2011/11/24/what-do-we-want-a-self-serving-society-or-a-world-that-works-for-everyone/>

"Good Time to Review the Self-Serving Bias," July 19, 2011, at <https://goldenageofgaia.com/2011/07/19/good-time-to-review-the-self-serving-bias/>

"The Self-Serving Bias," Mar. 7, 2011, at <https://goldenageofgaia.com/2011/03/05/selfserving-bias/>

# Obstacles to a Smooth Ascension: Self-Servingness

Dec. 4, 2012

<https://goldenageofgaia.com/ascension-as-of-2012/obstacles-to-a-smooth-ascension/obstacles-to-a-smooth-ascension-self-servingness/>



## Selflessness

Number Three on my Top Ten list of behaviors that could make Ascension a rougher ride than it need be would be self-servingness. There's a phrase in the lightworker community that distinguishes one galactic society from another. One is said to be in service to self and another is said to be in service to others.

So, for instance, the Annunaki is said to be in service to self and the Galactic Federation, which saved us from the Annunaki, is said to be in service to others.

I've long looked at whether there's something inherent in selflessness or self-servingness that makes the one desirable and the other undesirable and I've reached the conclusion that the most basic statement I can make about the inherent desirability of selflessness is that it mirrors the Creator.

The purpose of life is for us to realize our identity with the Creator and that's where the act of uncovering our essential selflessness reveals its inherent value. Selflessness mirrors the Creator; selfishness does not.

Of course I could be wrong, but that's my most mature opinion at this moment.

From the human perspective, life is often portrayed as being about looking out for Number One, not from the divine perspective. From the human perspective, we've elaborated selfishness into what sociologists call the self-serving bias to elevate ourselves in our own estimation and that of others.

The self-serving bias sees us maximize our own role in things and minimize the role of others. It sees us attribute to ourselves the responsibility for successes, victories, and gains and to others the responsibility for defeats, failures, and losses.

It sees us tell and retell our stories until they're sanitized, packaged, and learned by rote through what I call successive "howdido" conversations.

Whazzat? We tell each other our version of conversations with our boss, partners, and friends and ask "How did I do?" Once we have our stories down pat, we may find that we've often reduced history to a tale of self-glorification.

Recognized names in entertainment, politics and other fields have ghostwriters tell their stories in self-glorifying ways. Media control can be traced back to Project Mockingbird in the 1950s in which the CIA consolidated its grip on the American press and eventually reduced the number of controlling companies to a docile handful. In every way what we read, hear and see about those in positions of influence in society is managed in a massaged and self-serving way.

Our social safety net, which was the pride of our civilization back in the Sixties and Seventies, has been shredded. Some of our leading charities misuse their funds. All of society's wealth has been concentrated in fewer and fewer hands.

The way our society has been created, recreated and skewed by the cabal, if we did not look out for Number One, we'd receive very little social support for going the route of selflessness.

Every indication we had was that selfishness paid dividends and yet the Company of Heaven, whether galactics, celestials, or ascended masters, have combined to bring that order down.

The manipulators of the economy are being prosecuted. Their latest act of robbery – to float a scam revolving around derivatives, incurring a global debt equal to \$200,000 for every man, woman or child on the planet – is being allowed to pull their economy under.

The heads of charities who've fattened themselves on donations are being exposed. Politicians who've diverted funds from such things as Haitian relief from the earthquake of several years ago or Hurricane Katrina are being revealed. The attempts of whole sectors of the economy like the banking, pharmaceutical and healthcare industries to bilk the public are being revealed.

The global elite is in containment, under arrest, or in the process of being removed from the planet. Every element of a society built on selfishness is coming down. We stand on the brink of a social order where selflessness will become the norm.

Life is really about becoming one with God and to do that we need to be like God. And God is selfless; the Sun is selfless; Gaia is selfless. God does not judge, does not punish, does not withdraw her love, care or blessings when we “miss the mark” (a “sin” is an archery term for missing the mark).

The law of karma, which is there to mirror back to us our progress in becoming more like God and to show us the way, does not reward selfishness. Instead it offers us an exact return which is designed to show us that selfishness is not the way to go if we wish to be like God. Selflessness is.



### *Selflessness*

Very young children are selfless and we're told that we must become like children to enter the Kingdom of Heaven. “Heaven” is the name that ancient Christians gave to the Mental Plane or Fifth Dimension. Children are selfless. So we must become selfless like children to enter the Fifth Dimension easily, smoothly.



If we want our passage to be smooth, we're advised not to take our smallness, our selfishness, our concern for only ourselves with us.

That doesn't mean I'm somehow advising anyone to do anything they may regret; I'm not. In the end I'm talking about attitudes, and not actions necessarily.

It does mean that I'm suggesting that, if we want a smooth passage, we may wish to divest ourselves of attitudes which don't work and don't create a world that works, and high on the list of attitudes such as these would be selfishness.

# What Do We Want? A Self-Serving Society or a World That Works for Everyone?

November 24, 2011

<https://goldenageofgaia.com/2011/11/24/what-do-we-want-a-self-serving-society-or-a-world-that-works-for-everyone/>



*Edited*

In a service-to-self (or self-serving) society, we tend to remember our rights and forget our constraints. We also tend to forget others' rights and remember their constraints. I (and others) call this the "self-serving bias."

In a service-to-others (or other-serving) society, we'll probably find ourselves focussing on the rights of others and on our own constraints. I'd imagine that we'll wish others as little constrained as possible while showing maximum restraint ourselves, out of our love for others.

Exactly the kind of impact that things like the self-serving bias have on us make it necessary to have rules and laws in a self-serving society.

The self-serving bias is sometimes very hard to see. Operating self-servingly brings on feelings which can be deceptively seductive.

Arrogance, for instance, as long as we don't incur a penalty for it, is quite pleasurable. But its countervailing experience of shame is unpleasurable. Enough shame and we tend to value arrogance less, which I think is a natural corrective.

We talk about “healthy” shame and tend to value it – as long as it's another who's experiencing it.

A self-serving society uses a zero-sum estimation of the value of outcomes. If someone wins, another loses and we determine not to be the one who loses. I was amused to hear Archangel Michael say the other day that the society we're headed for is “win/win/win/win/win.”

If we were in that blissful, Fifth-Dimensional state, none of what we're discussing here would be necessary. Like NESARA (the abundance program), it's only necessary during the interim and perhaps to assist us to get there.

In a service-to-other society, we wouldn't hurl charges at each other, use spin, insinuate things about each other, backbite, accuse, etc. But in a society that we envision as extremely dangerous, where people are seen as competitors for scarce resources, where victory is seen as going to the strongest, which is how we look at things in deep Third Density, self-serving ways are seen simply as survival skills. We "look out for number one" and want to be the winner.

Without a knowledge of the fact that we live eternally, thinking this one life is all we have, without a knowledge of the natural law, thinking that everything is permissible providing we're not caught, we make a lot of "bad" and "wrong" choices.

And our argumentation is simply designed to see us win or cover up our failings, defeats and mistakes. That's the society that we're emerging from. And to a large extent, at least socially, perhaps not personally, emerging from it requires our restraint.

It requires us to stop. It would be far better if, out of love, we wouldn't think of harming another, but it's enough to simply stop.

We in fact do live many lives and within a social order that is governed by natural laws, the ones of most importance to us being karma, freewill, and attraction. If we, as protesters wanting a new and equitable social order:

- behave in ways that invoke the law of karma to educate us, we can lose that which we gain by less than civil and compassionate means.
- behave in ways that don't honor another's free will, providing that the other is not harming or injuring us, what we build will be overturned, especially as the energies rise across this planet.

- behave in ways that promote sorrow, fear and anxiety, then sorrow, fear and anxiety are what we attract to ourselves.

This is not a time in our history to behave in small ways with each other. Instead it's a time to examine everything we do and say and ensure that we're contributing to the desired outcome and not detracting from it.

It's not a time to go for the small victory, the cheap shot, the easy flick of the finger. If that could be said about any time, it can be said about now.

What is called for is such a great deal of restraint from us all in the area of social relationships that only an act of faith will call it forth. Looking around us, at the serious inequality we see, at the suffering visible in seniors, the sick, the disabled, and the poor, we tend to forget the road that will lead to the desired outcome: a world that works for everyone. (1)

We tend to want instead the instant gratification that comes from hurling an insult, throwing a rock, or striking back. But speaking truth to authority, declaring our opposition, and refusing to cooperate is what we need to focus on and, I think, will prove enough - more than enough.

Our old ways will no longer serve us. Not this time. Not in this era. We have to be willing to be among the first to go a different route to get to the place we all desire.

## Footnotes

(1) The phrase originates with Werner Erhard:

"Each of us has the opportunity, the privilege, to make a difference in creating a world that works for all of us." (Werner Erhard, *A World That Works*, 1980, cited at <https://www.worldthatworks.org/>.)

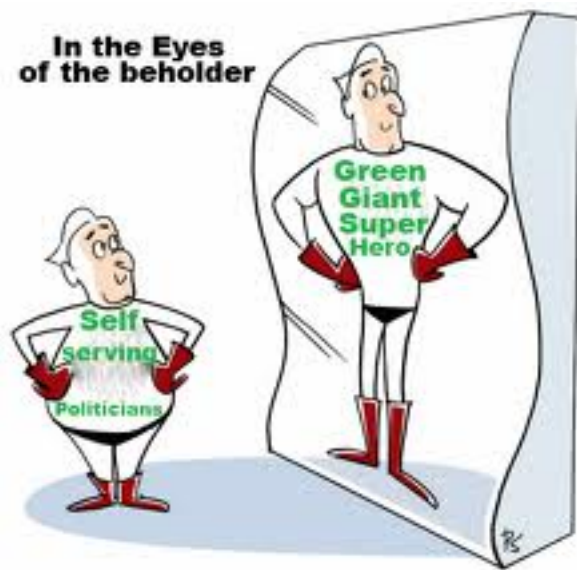
"Transformation does not negate what has gone before it; rather, it fulfills it. Creating the context of a world that works for everyone is not just another step forward in human history; it is the context out of which our history will begin to make sense." (Werner Erhard – *A Shot Heard Round the World: A World that Works for Everyone* at <https://www.scribd.com/doc/143329822/Werner-Erhard-A-Shot-Heard-Round-the-World-A-World-that-Works-for-Everyone>)

See also Werner Erhard, *The Hunger Project: The End of Starvation. Creating an Idea Whose Time has Come*. San Francisco: Hunger Project, n.d., p. 3.

# What Lies on the Other Side of Self-Servingness?

Judy 21, 2022

<https://goldenageofgaia.com/2022/07/21/what-lies-on-the-other-side-of-self-servingness/>



I use my awareness to uncover the truth. Uncovering the truth in turn elevates my awareness.

I've worked my way through ever subtler layers of egoic personality. My awareness now falls on individual words I'm using, which, I'm finding, are subtly self-serving.

I go through life living events, but then constructing a self-serving story or narrative afterwards. The truth is usually the first casualty.

What does it serve? I said earlier that I believe how we feel to be our prime motivator, in all things.

Certainly, when I look, I see I'm committed to how I feel more than anything. And our self-serving story seeks to keep us feeling the best we can imagine being - happy, proud, confident, etc. (1) Werner Erhard has called it our "winning number."

It works its effect by locking in a favorable view of everything we thought, felt, said, and did. It attributes all failures, defeats, and losses to others - "beyond our control."

It seeks to have us hold on to feeling good, right, distinguished, respectable, whatever our desire is. "I did this. I said that. Whatsisname said this other silly thing. But I saved the situation when I said...."

I hear myself try out a line. Or a word. I watch myself go over an event again and again in my mind until I have my story just right. Covered all exigencies. All my ducks in a row.

It's showtime! I trot my story out, sell it to others. They buy. That becomes my story. And, being dead-right on top of it all, I stick to it.

Another reason to prefer what I wrote in 2015 rather than what I say about it in 2025: By then events will be well worked over.

I listened to a friend tell a story the other day in which everything bad that happened was the result of my interventions and everything good was a result of hers. I chuckled. I do the same, just not in the other person's presence.

It's actually quite hilarious if it wasn't so corrosive. Self-servingness may turn out to be the number one blind spot in our Third-Dimensional philosophies. We overlooked its centrality to the way we "be" in life. But we all do it and so we agree to keep the matter invisible.

If we all raised the matter to awareness instead, there'd be a lot of embarrassment and humble pie.

While the truth reveals and heals, a self-serving narrative binds us to lies, white lies, and damned lies.

We don a wooden face. We become a pre-programmed robot. All because of a habit pattern that's universal but harmful. It erodes sanctity.

Hold it right there. Who said that? What do I know about eroding sanctity? I'm gonna need some help here.

"It erodes sanctity. Everything about the Self is sacred. To unveil and reveal that is sacred work. To obscure and confound it is not."

Thank you.

I agree.

It all revolves around the self/Self we're giving our attention to. The small "s" self of the egoic personality, the mind-created self is not what the purpose of life is about discovering.

As I understand it, the purpose of life lies in discovering the essence of the big "S" Self, the offspring of the Mother/Father One and third member of the Trinity (Christ, Atman, Buddha nature). (2)

So if I really get it down to my cells, molecules, atoms, and beyond, that I'm helplessly and hopelessly self-serving, well, perhaps that's the first step toward understanding what remains for me to drop that I may elevate my consciousness further.

Perhaps if I call myself on my own number, I can bring into better relief what I no longer want or need.

Having established my beachhead of understanding, as I prepare to venture into new territory, my plan starting out is....

I will issue a "Viewer Discretion is Advised" before telling my story to anyone. My sources have been known to be self-serving. (3)

If I can't cleanse myself of self-servingness, what hope is there that anyone else can or would even be aware of the desirability or necessity of doing it?

My life is a workshop, made up of continual experiments into the nature of love, truth, and peace. This is definitely an experiment worth running.

As a pillar, I stay till the end so I have lots of time for experiments.

What lies on the other side of self-servingness?

## **Footnotes**

(1) For the foundations of the self-serving view, see "Basic Third-Dimensional Illusion: Separate Selves Struggling for Survival amid Seeming Scarcity," May 17, 2020, at <https://goldenageofgaia.com/2020/05/17/basic-third-dimensional-illusion-separate-selves-struggling-for-survival-amid-seeming-scarcity-2/>

Also: "On Self-Servingness," June 24, 2019, at <https://goldenageofgaia.com/2019/06/24/on-self-servingness/>

"The Self-Serving Bias: The Chief Barrier to Life Working," November 2, 2016, at <https://goldenageofgaia.com/2016/11/02/self-serving-bias-chief-barrier-life-working/>

"Obstacles to a Smooth Ascension: Self-Servingness," Dec . 4, 2012, at <https://goldenageofgaia.com/ascension-as-of-2012/obstacles-to-a-smooth-ascension/obstacles-to-a-smooth-ascension-self-servingness/>

"What Do We Want? A Self-Serving Society or a World That Works for Everyone?" Nov. 24, 2011, at <https://goldenageofgaia.com/2011/11/24/what-do-we-want-a-self-serving-society-or-a-world-that-works-for-everyone/>

(2) Download *The Purpose of Life is Enlightenment* at <https://gaog.wpengine.com/wp-content/uploads/2011/08/Purpose-of-Life-is-Enlightenment.pdf>.

Or read this chapter from it:

"The Purpose of Life is Enlightenment – Ch. 13 – Epilogue," August 13, 2011, at <https://goldenageofgaia.com/2011/08/13/the-purpose-of-life-is-enlightenment-ch-13-epilogue/>

Christians call the Trinity the Father, Son, and Holy Ghost. Hindus call it Brahman, Atman, and Shakti. I call it Mother God, Father God, and the Child of God (that's us).

(3) Did you see that? Not "I have been known to be self-serving" but "*my sources* have been known," etc. Subtly self-serving!



# Calling Oneself on Self-Servingness

October 4, 2019



When I move from elementary to high school on the awareness path is when I'm prepared to call myself on my own self-serving agendas, anomalies, failings, losses, defeats, etc.

That's information that the other party may need in interacting with me, that I usually keep close to my chest as a deep dark secret.

The matter came up for me when I was talking to a female colleague the other day and a cute but randy joke came to mind. I heard myself remark to myself that I'd say that joke to a man but not to a woman.

It may sound too obvious to say that I have a double standard but it certainly isn't something people might point out about themselves: "Hey, I have a double standard. Whaddya think?" (1) Yah, no.

But it got me thinking. How many other double standards, agendas, strategies, ploys, etc., do I have and what's gained by having them? And I began to look.

In the course of looking, I saw that we end up at this same place if we look at the issue of causality. For instance, the statement of false cause, "You made me mad" is almost universally said - and said as if it were true. (2)

When I was into blaming and shaming others ... uhhh, last week ... I usually spoke and acted as if what the other person did triggered me and was blameworthy.

As I watched myself, I found that I almost never looked at what I did to the other person that triggered their actions; in other words, what their actions were a response to. I was the victim. I deserved the apology.

I'm pointing to a routine, everyday attitude that is nowhere near up to awareness, existing in what Werner Erhard called "the background of obviousness." Our awareness usually doesn't extend near this level of thought and action.

Acting from it, I grew up self-serving. No matter what, I was always hero in my own story.

Some, who have a good talk or spiel, are rewarded with fame and fortune. What value or gain is there in calling oneself on one's own self-serving attitude when society seems more often to reward a good front and a good bluff?

For me, the reward is to be found in consciousness.

I now see consciousness as a field. There are several doors or portals into deeper levels of it.

One of the doors in is exactly this: The willingness to call oneself on one's own agendas, without molesting the other in the process.

So it boils down to what I want. Do I want the rewards that come from looking good, having a cool rap, and never making a slip? Or do I want the love and bliss that come from the truth, which sets us free?

There's no contest.

### **Footnotes**

(1) We would and did in growth workshops of the 1970s. It was incredibly freeing.

(2) "You made me mad" is not true.

The willingness to take responsibility for ourselves and our input is fundamental to human growth work.

# Why Do We ... Uhhh, I ... Seem to Need to Feel Special?

January 23, 2022

<https://goldenageofgaia.com/2022/01/23/why-do-we-uhhh-i-seem-to-need-to-feel-special-2/>



Credit: Excluniquееее

*From Dec. 2017.*

I'm feeling very special at the moment because I just watched a video that said nice things about me.

I'm using today as an experiment. I'm marching around with my chest stuck out and watching the way I feel, as a means of trying to understand why I (and perhaps we) seem to need or want to feel special.

In the work ahead of us, needing to feel self-important may turn out to be a heavy burden - even a "fatal flaw."

Ordinarily if I felt this false sense of self-confidence, I'd wait for the moment to pass. I can't prevent the thought from arising but I can refrain from allowing it to speak on my behalf.

When I look, what I see, over and over again, is that, if I'm special, it increases my chances of surviving in a world populated by what I once characterized as "separative selves struggling for survival in a society of seeming scarcity."

Being special, in other words, has apparent survival value in a world we believe to be characterized by scarcity, which seems to require struggle to survive.

It ignores the fact that we're not separate; we always survive, even death; there's no inherent need for struggle, which only makes matters worse; and there's no real

scarcity and no need for it in a world that we don't really understand. Nonetheless, there is a need to understand that world.

When I'm thinking I'm special - and even superior - I'm clearly looking out for No. 1. I'm clearly being self-serving and survivalist.

Having created a view of myself as special, I then set about selling it to others. I feel proud, even arrogant. I make a big deal of myself, strut up and down.

When I'm in the space of higher-dimensional love, no such thought would occur to me, but here in ordinary, everyday vibrations I lapse into self-servingness.

Also, if I don't trust in Providence to provide, then I see it as unavoidable that I "survive" only by my own efforts. This again gives survival value to representing myself - in my own mind and in the mind of others - as special.

Falsely-self-confident people are open to manipulation. The most obvious example would be from flattery. The emperor with no clothes is praised for his taste in haberdashery. It all being illusion, the emperor is building on shifting sands rather than the solid rock of reality. When the first objection is raised, off come the glasses.

A statement common in war movies is that blustering dictators and their soldiers need to prove themselves every day. If that statement is true, I imagine their self-confidence isn't built or based on anything even halfway real. It has to be shored up and regularly maintained.

In my view, genuine self-confidence or self-esteem doesn't brag. It's reward enough and doesn't need stoking or stroking. But false-self-confidence, born of puffery, does seem to require it - constantly. People can be divided into friends and foes, depending on who's willing to provide it.

I see this apparent need to feel self-important in some discussion groups. People write in apparently wanting to get strokes or feel special. (At some level, probably so do I.) It's so easy to slip into.

But there's something about doing it that fairly leaps out of the page. Our puffery is usually invisible only to us. And it usually turns people off, many of whom may want to feel special themselves. We see light wars breaking out.

But I believe it'll be necessary once our work of reconstruction begins to put aside the need to feel self-important. I know it'll be vital for me. I'll be running several companies and their operation cannot "be about me."

I'm going to have to battle incipient thoughts of superiority along several lines, lines that our society has reinforced. What lines does our society support? Male superiority, educational superiority, income superiority, possessions, contacts, race, religion, and so on. We'll have our work cut out for us.

Just as I saw that anger disappeared when fear disappeared, so when my lack of trust in Providence and my failure to feel higher-dimensional love at the moment disappear, so the need to feel special should also disappear. The one, I think, leads to the other.

The ironic thing is that, compared to who we present ourselves as being now, the real us is indeed special. The real us is Divine, super-intelligent, super-compassionate. What could be more special?

So we actually are special compared to the way we present ourselves now. But that Divine essence that we are would never feel the need to feel special or assert superiority. Nor could our contact with it be maintained if we insisted on feeling special.

That'll come soon enough. The events said to be in our near future - the heart opening and Ascension - should clear away this problem area for us for all time.

# Letting Go of Self-Importance – Part 1/2

January 13, 2017

<https://goldenageofgaia.com/2017/01/13/letting-go-self-importance/>



*Credit: Michael Douglas in Wall Street*

It's becoming crystal clear that a highly-important piece of the work, for me, is letting go of self-importance.

We also call it puffery, vanity, an inflated sense of self-worth.

Everything bad starts happening when I feel my ego swelling. I experience a diminution in people's good estimation or good regard. Friends drop away. I feel as if I've let myself down.

On the other hand, each time I break through to setting self-importance aside, (1) I experience a swelling of loving pride in myself and of love for others as well.

That makes it important for me to look at the topic. I'd like to consult the masters on it. I'll be looking at channeled sources here and embodied sages and afterlife commentators in Part 2.

## Channeled Sources

I very much agreed with what Albert Einstein said on the topic last year at this time, channeled by Linda Dillon:

"It is peculiar, interesting, that the grandest illusion of your and other planetary systems, especially over what you think of as time, has been the illusion of separation, of isolation. And that, of course, has been fed or triggered by the desire to be unique and special, and thereby found as worthy and loved by the source of which we speak.

"And in that false desire to be unique, you have created the very essence of what you abhor, which is this illusion of separation, of loneliness. All of this has been created by the false gods of ego, of self-importance. Oh, I know a little about self-importance! But I have also learned, and as an old being I share with you, that there is only Love.

"There is no room for puffed-up self-importance because in the kernel, the fabric, the matrix of who you are, carrying that essence of Divine Patterning in your unique expression, you are already extraordinary." (2)

What a paradox! We're already extraordinary but can only come to know it when we let go of the desire to be extraordinary.

Our very sense of self-importance hides the real importance of our Self.

Given that our egoic sense of self-importance is an obstacle to love and joy, we end up only feeling emotions of lower density, among them a lack of self-worth. We end up on what Archangel Michael calls a very restricted teeter-totter.

"There is a very peculiar attribute among the human beings. On the one hand — and we are back to the seesaw, teeter-totter [metaphor] — there is the ego and the sense of self importance, and on the other hand, at the other end of the seesaw, there is this sense of false humility and lack of self-worth." (3)

As high as we can go on this teeter-totter is self-importance on one side and false humility and a lack of self-worth on the other. I am important; I'm not important; I am; I'm not. If you listen to people's conversations, the theme seems an almost universal preoccupation, at a level below ordinary consciousness.

We play-act. We rehearse our performances, dress for the part, practice our looks and gestures.

We energize ourselves and collaborate to achieve "magic moments" - a trip to Disneyland, a trip to Hawaii, a stay at an ashram. But these peak moments fade away and leave very little long-term trace. At the most in the normal course of events, we experience only ordinary love - attraction, liking, warmth.

The expansion of the ego prevents the opening of the heart in real or transformative love. Why? Quite honestly, from my point of view? I say it's because that's the way God designed it. God designed life so that we achieve knowledge of the One in a moment of our enlightenment. One of the design features of life is that we cannot know ourselves until we let go of the lower-density survival mechanism called the ego. It's the bottleneck.

The Master Djwhal Khul tells us that the ego may resist our attempts to let it go. But the rising energies ensure that it now must release its grip and allow us to progress.

"The infinite nature your soul will bring forth may be resisted by aspects of your ego or personality. However, it is required to dissolve and release, with greater ease and speed, the illusions humanity are engaging with which are causing harm, chaos and disharmony within the world. As humanity accepts this beautiful aspect of their soul, so they will realize their constant connection with all aspects of the Creator upon the Earth and the inner planes." (4)

The ego doesn't disappear completely; it becomes the willing servant it was always meant to be. We stop looking to it for protection as we progressively realize our eternal nature, experience universal love and bliss, and open to a world that works.

Let me leave the final word to Archangel Michael, who says that, once we feel elevated, let us take the elevator to the basement:

"As you assume profile – whether it is because of money or notoriety or political power or financial power, it matters not – it gives you a sense of being elevated. We would encourage you to take the elevator to the basement.

"This sense of false importance – there can be no room for this sense of arrogance, entitlement.

"That somehow because you have been blessed, you are above, that is not the purpose. Think of it as putting you below. You are blessed because you are in a position to be of greater service.



"Greater service - and I speak as one, an artist, a musician who serves the Mother and because of that service, goes into the darkest places of chaos and mayhem - does not make me elevated. It makes me more willing to serve." (5)

It'll be one of our greatest challenges to do the Mother's work while staying out of self-servingness, entitlement, and self-importance.

(Concluded in Part 2.)

### **Footnotes**

(1) Listening is excellent practice for putting self-importance aside. Whenever I feel a self-important thought coming up, I make a practice of setting it aside and returning to listening.

(2) "Transcript: Heavenly Blessings ~ Albert Einstein: The Patterning of The Universe, Part 2," Jan. 15, 2016, at <https://goldenageofgaia.com/2016/01/15/transcript-heavenly-blessings-albert-einstein-the-patterning-of-the-universe-part-2/>.

(3) Archangel Michael: You're Now Ready to Know Who is Here," April 10, 2013, at <https://goldenageofgaia.com/2013/04/archangel-michael-youre-now-ready-to-know-who-is-here/>.

(4) "Master Djwhal Khul via Natalie Glasson: Synergy of Time," Jan. 7, 2017, at <https://goldenageofgaia.com/2017/01/07/master-djwhal-khul-via-natalie-glasson-synergy-time/>.

(5) "Archangel Michael on Post-Reval Lightworker Entitlement," July 30, 2016, at <https://goldenageofgaia.com/2016/07/30/archangel-michael-post-reval-lightworker-entitlement/>

## Letting Go of Self-Importance – Part 2/2

January 14, 2017

<https://goldenageofgaia.com/2017/01/14/letting-go-self-importance-part-22/>



*Credit: [businessinsider.com](https://www.businessinsider.com)*

(Concluded from Part 1.)

### **Embodied Sages**

If we switch and look at what incarnate sages say, we encounter a no-nonsense approach to self-importance. For instance, Adyashanti advises us:

"The biggest challenge for most spiritual seekers is to surrender their self importance, and see the emptiness of their own personal story. It is your personal story that you need to awaken from in order to be free. To give up being either ignorant or enlightened is the mark of liberation and allows you to treat others as your Self. What I am describing is the birth of true Love." (1)

Well, that certainly fits for me.

Unloveable, disagreeable, complainer - these are all elements of a script. Drawing on that script, I interpret events to make up a carefully-pruned, usually self-serving story of events as I saw them and want you to see them.

My story favors me, turns a blind eye to what I contributed to failure and shines the light on what I contributed to success. I am hero in my own write.

I test-run it on my friends and family and get the details down pat. After that, it's set in stone. I've "captured" myself in story as surely as others might on film.

But there's no aliveness in it. It works counter to awareness. And it doesn't open the heart. Our story, Adyashanti says, is empty and meaningless.

Krishnamurti looks at the relationship between egoic self-expansion and the rise of conflict within the person:

"Self-expansion in any form, whether through wealth or through virtue, is a process of conflict, causing antagonism and confusion. A mind burdened with becoming can never be tranquil, for tranquillity is not a result either of practice or of time. Tranquillity is a state of understanding, and becoming denies this understanding. Becoming creates the sense of time, which is really the postponement of understanding. The 'I shall be' is an illusion born of self-importance. "(2)

The self-importance the ego seeks creates a process of conflict with others because we place them beneath us, a position no one accepts.

It creates conflict within ourselves because it competes for the being's attention with love and joy, which the longing for liberation will always draw us towards.

It causes confusion because it isn't a fair or true way of relating to people. All beings are equal in the eyes of God. It forces people to declare themselves: They must submit to our self-importance or wash their hands of it.

The ego pulls the everyday consciousness - the being - towards the lower emotions and the soul pulls the being towards love and joy: That's the inner conflict, a house divided against itself, which cannot stand forth proud and united within itself. There's no solid ground to stand on.

In my view, those who seek only the world's pleasures and possessions risk becoming distracted. Krishna said that they walk by the place in the heart where love is, never knowing that the treasure lies within.

Self-important people often express their estimation of themselves through high-status pleasures, experiences, and possessions. Their experience often only goes as high as lower-density feelings like lust and greed. Self-importance is a burden to those who seek to grow and expand.

### **Afterlife Commentators**

What about afterlife commentators? Having arrived in safe haven/heaven, how do they now regard self-importance?

American journalist Julia Ames' picture of the fate of the selfish person, which includes the self-important, is severe. She depicts a resident of the Dark Planes, which would only include those who have committed heinous crimes. But it does show the ultimate end of self-importance and other forms of selfishness,

"When ... the selfish, blinded man comes over here, he wishes to return. He is here in darkness and in poverty. For he has laid up for himself no treasures in this place. His possessions are all with you.

"He wishes to return and, if the door were wide open, he *would* return and never reform. Hence it is forbidden him...." (3)

"Their hope of salvation, their chance of evolution, lies in their being deprived of the gauds [showy thing] and trumpery in which they invested their soul. Now [that] they are bankrupt, they may begin again.

"They are like people who have invested in bogus stock, which pays dividends for a year or two out of capital and then goes smash. They must be made to realize the worthlessness of the world-stock before they will invest in things eternal.

"They must lose to gain. And what helps them [to maintain the illusion of the world's trumpery being valuable] is to be allowed out of the outer darkness to see the world in which they sank their all going on just as it did without their being able to partake of the pleasures and indulge in the sins they loved so well. It is a cup of Tantalus [endless frustration].

"To open up communication between them and your world is for them not good but evil. And for you also it is evil. Hence it is mercifully restricted."  
(4)

She's describing the denizens of the lowest Astral subplanes, whose fate is grim. The merely selfish end up a few subplanes higher but still exist below a line that

separates the truly happy from the unhappy (the Higher Summerlands from the lower planes).

Some people wake up as a result of their experiences in the Dark Planes and others as a result of their experiences in the Higher Summerlands, as Monsignor Robert Hugh Benson reports. He finds that people often emerge from their anthropocentric conceit and self-importance when they see the wonders of heaven.

"It is in the conceit and self-importance of man that he should think that beauty is expressly created for his pleasure while on earth. Incarnate man thinks he has the monopoly of beauty. When he becomes discarnate he eventually wakes up to the fact that he has never really seen how great beauty can be and he becomes silent and humble, perhaps for the first time in his life! It is a salutary lesson, the awakening in spirit, believe me, my dear friend - with many a shock to accompany it." (5)

Where Benson lives, inflated ideas of self-worth can't exist. Those with self-importance would find the atmosphere too rarified for their liking, just as those who continue to choose separation, selfishness, and competition here today will find our atmosphere becoming too rarified for them in the near future. They may choose to leave.

"Discord and disagreement ... could not possibly exist in this realm wherein is my home. ...

"Whatever gifts we may possess in spirit, it is part of the essence of this realm that we have no inflated ideas of the power or excellence of those gifts. We acknowledge them in humility alone, without self-importance ... and we are grateful for the opportunity of working, *con amore*, with our colleagues in the service of the Great Inspirer." (6)

It isn't that the ego, the self that makes itself important, is bad and wrong. When we lived in caves, it served a very useful purpose, promoting the individual's and the tribe's survival. For its service to us in more primitive times, it deserves our gratitude.

But its tendencies will keep us on the lower vibrational level now, where its functioning was appropriate, whereas we want to move ahead. Its time of usefulness is over.

It all works out in the final reel. The story has a happy ending. When we wake up to the fact that *we are God*, we also wake up to the fact that, as the One, we cannot

be more important. But that importance extends to everyone else, who is also the One.

The Light and Love of the One extends to all like filaments of a fiberoptic lamp. In my opinion, our "importance" comes from being that filament of the Light.

### Footnotes

(1) Adyashanti, "How You Treat Others," 1998, downloaded from <https://www.adyashanti.org>, 2004.

(2) J. Krishnamurti, *Commentaries on Living. First Series*. Bombay, etc.: B.I. Publications, 1972; c1974, 1, 22.

(3) Denizens of the Dark Planes are not allowed to return to or visit Earth so long as they remain on the Dark Planes.

(4). Julia [Julia T. Ames] through W.T. Stead, medium, *After Death. A Personal Narrative*. New York: George H. Doran, n.d.; c. 1914, 180.

(5) Monsignor Robert Hugh Benson through Anthony Borgia, medium, *Life in the World Unseen*. M.A.P., 1993, 97.

(6) Ibid., 117.

## Good Example of the Self-Serving Bias

Aug. 4, 2011

<https://goldenageofgaia.com/archive/misinformation-and-disinformation/good-example-of-the-self-serving-bias/>



*We're discussing the self-serving bias. (1) See if you can read these passages from a lightworker's recent article and isolate the evidence of self-servingness. We may as well build our critical vocabulary.*

*Perhaps underline the words and phrases that reveal the bias.*

*I've tried to remove all identifying features. I encourage you not to try to identify the writer, who also has a place at the Ascension table, as we do. But use it more to simply practice discernment skills, if you will, so that we can avoid self-servingness ourselves in our own work.*

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This article opens a new venue in our scientific approach as to how human consciousness and its physical vessel - the brain - operates from an [AAA] point of view. For the first time in the history of science I will present a unique and novel explanation of two fundamental aspects of human existence and experience that have not been understood at all by both scientists and spiritually evolved persons ...

The effort which I shall undertake in this essay is highly ambitious as it amalgamates for the first time fundamental concepts of current [BBB] with completely new ideas on the [CCC] regulation of the human organism and the [DDD]. These ideas have been developed after I discovered the Universal Law of Nature ...

In order to keep this article readable, I will refrain from complex scientific terminology. However, I must inevitably introduce some basic technical terms so as to preserve the clarity and the scientific impeccability of my elaboration. ...

In this case, it is a fundamental blunder to believe ...

I am the first scientist to have realized the true nature of [EEE] for the regulation of the [FFF] and to have explained it in an immaculate manner, after I discovered the Universal Law of Nature ....

Here, I come to my next intellectual achievement ...

Thus, for the first time in the history of science I have achieved a full synthesis between all [GGG] data and the *a priori* human idea of space-time, which is at the core of all philosophical systems developed so far - for instance, in Kant's famous work "Kritik der reinen Vernunft" (Critics [Critique] of Pure Consciousness). ...

I hope that the reader now understands how profound the gnostic confusion in [HHH] nowadays is, and why these sciences have to be fully eliminated in the 5th dimension. But this elimination must begin as mental process in the End Times prior to mass Ascension. Hence the urgency of this article prior to the first wave of ascension of human beings that is scheduled for the fall of this year. ...

Let me be clear on one issue. I have personally not used any [III] in my life because I do not need them - I have an open channel to my soul. ...

The author of this article has vast experience in clinical research ....

## Footnotes

(1) "Self-Serving Bias," at <https://goldenageofgaia.com/spiritual-essays/selfserving-bias/> and "Good Time to Review the Self-Serving Bias," at <https://goldenageofgaia.com/2011/07/good-time-to-review-the-self-serving-bias/>



## Responsible for My Own Face

Oct. 10, 2013

<https://goldenageofgaia.com/2013/10/10/responsible-for-our-own-face/>



*Severity personified: Steve's face at the IRB (Immigration and Refugee Board)*

What makes vasanas (reaction patterns) so insidious and hard to see is the self-serving belief that if I do something (or you or any of us), it must be right.

And if I do it, there must be a reason for it.

If we saw others behave the way we do when reactivated, we'd call them crazy, a jerk, and worse, but when we do it, we're right and reasonable.

And then we go a step further and make our vasanas the foundation of our character and, in fact, build a constructed self out of them.

And with each step, I (or we) go more and more out of awareness of what we're doing, what the damage is, what the cost is, and so on. After all, it's just us. And if it's just us, it must be ... right and reasonable.

Maybe forty years ago, I wrote in my first book (still in a drawer somewhere) that I'm invisible only to myself. The face I built for myself is not invisible. But, unless I look in the mirror, I don't see that face. Everyone else does and I'm not invisible to them.

Douglas Harding, he who had no head, (1) used to say that my face is your problem. Yes, I don't see it at all. No problem for me.

A local journalist once said that by age 40 everyone is responsible for his or her own face. I get that.

Because of the events of my life, I built a very serious and even severe face. I capped that off with eight years on the refugee bench listening to many stories that were pure fabrications.

The prize of gaining citizenship was so high that even many authentic refugees fabricated and such was the justice of the law that we were not allowed to refuse entry if even a credible remainder of evidence stood up to questioning and grounded the claim.

I'm not saying I disagree with that aspect of the law. I applaud it. But it showed that simply lying in some instances was no reason unto itself to disqualify a person and that was a very new concept to me at the time.

But listening to so much fabrication was an invitation to create a very serious, even severe, definitely sober-sided face.

I often saw people react to me as if I was severe when I didn't feel severe at all and then I remembered my face. That severe expression was plastered on me. I had created my own face and was now responsible for it.

So our vasanas become our character and our face becomes our calling card. And now here we are being asked to back out of it all. We're being asked to know when we're trapped in a vasana and to think about what the impact is of having the face we wear.

The rising energies are helping, no doubt. But it's a daunting task to deconstruct a vasana-based character, a reactive constructed self. Nonetheless, that IS the assignment.

I actually feel humble when I think about all that has to be taken down and taken apart if I'm to recover my original innocence and enter the kingdom of heaven, so to speak.

Another day, another vasana. Another vasana sourced and one more plank taken off this glaring signboard I call a “face.” If we source our vasanas, instead of projecting them onto others, we take one more step out of the constructed self.

Small steps, Ellie. Small steps. Another step taken on the road back to my original face.

## Footnotes

(1) Douglas Harding, *On Having No Head — Zen and the Rediscovery of the Obvious*. On just getting presence, without the mind.

# Self-Servingness and the Time of Separation

September 25, 2011

<https://goldenageofgaia.com/2011/09/25/self-servingness-and-the-time-of-separation/>



*God takes no side*

What's the difference between “us against them” self-servingness and this Time of Separation? Surely it's polarity and duality to conceive of “our side” pulling away and “their side” being left behind. Surely implicit in this view is the hidden, unspoken sentiment that God is on our side and not on theirs.

No, not by any means. God takes no sides; God is on all sides. There's no blame or insult that attaches to the decision not to ascend.

We are not the elect, the chosen of God, or anything of the sort. All are on the return journey to God and the speed with which one returns is inconsequential.

But there is – apparently - what the Bible represents as a winnowing, a harvesting going on.

There is a choice point here and the choice made depends to some extent on certain qualities. However those who make Choice A and those who make Choice B are not loved more or less by God for it.

There is a choice to ascend with Earth to the Fifth Dimension. Call it Choice A if you like. There is also a choice to remain, not on Earth because it'll disappear, apparently, but in the Third Dimension in a similar venue to Earth. Or for some people not a similar venue. The really dark individuals, according to Matthew Ward and others, will drop back and visit 1D and 2D to start afresh. (1)

The choice made depends on qualities such as loving or hating, accepting or rejecting, cooperating or harming, etc. Let me take a very extreme example which accounts for a small percentage of people not ascending. I take an extreme example for the purposes of instant clarity.

Those individuals who rape and pillage, torture and murder will probably be among people who would not welcome the light, not feel comfortable in it, and not ascend. We can all understand immediately why they would not.

Others may choose not to ascend because they feel uncomfortable religiously or spiritually. Extraterrestrials may show up for them like demons. Spirits may seem to them to be servants of the devil. I'm only guessing. There are many reasons, I would think, why people would choose not to ascend and their free will will be respected.

My understanding is that they will be treated with all loving compassion so it isn't a case of one group being disrespected and regarded as inferior. It isn't a case of self-servingly raising one group up and lowering another in anyone's estimation. It also isn't the case that some won't make a return; eventually all will (with just a very, very few exceptions).

But there is a separation gradually taking place regardless. At this point I would imagine that the separation is merely people drifting apart from one another, the Choice A people finding fellow-feeling among other Choice A people and vice versa. But at some point, whenever Ascension occurs, there will actually be a "physical" choice made and we'll no longer exist in the same dimension.

The Third is the only dimension in which people of all evolutionary stations exist together. Even on the Astral Planes, which I regard as the Fourth, people are sorted out into residents of the Dark Planes, the Lower Summerlands, and the Higher Summerlands. Only here on Earth does a saint rub shoulders with a bank robber. That's one reason that makes this place one where discernment is learned so quickly and so deeply.

So, yes, there will be a separation but, no, it isn't the dualistic case that God is on "our" side and not on "theirs."

## Footnotes

(1) Matthew Ward describes the destination of the truly evil. His descriptions of the life-review, descent to the Dark Planes, and then reincarnation in a separate world all conform to the descriptions of postmortem life to be found in New Maps of Heaven. <https://www.angelfire.com/space2/light11/nmh/nmh-index1.html>

“The souls whose lifetime energy registration was of the basest density—what some would call pure evil—automatically will be drawn to the only part of Nirvana that is separate from the flexible layers, the tiny orb near your moon where the density is so great that it holds those souls captive. They are aware of where they are and what they did that led them to that densest part of Earth's spirit world because it is there that they review their entire past lifetime moment by moment and feel their every emotion along with the emotions of everyone whose lives they touched in any way. This review process is the hell of some religious concepts.’

Light is constantly beamed to those souls, and if they choose to accept the light, they will embody in a first density placement in primitive forms that have no memories or intelligence, but only an instinctive existence. This allows those souls to start with a clean slate, unencumbered by memories of the dark behavior that led them to that densest of placements in your part of this universe.

Persons whose lifetime energy was of very low density—those who ignored their soul contracts and whose deliberately ruthless actions prevented others from fulfilling their own contracts, but were not as tyrannical or diabolical as the souls consigned to that tiny orb—automatically are drawn to a first density world and start over from scratch.

“When they accept the light that is beamed continuously into the placement, they can incarnate in a second density world where they will have no memory of other lifetimes but do gain a conscience, a capacity for reasoning, and free will choices. With this greater degree of innate abilities comes the option to act within the light or the darkness, thus they can have many lifetimes in second density, relapse into first, or progress into a third density world.

As for the veil of forgetting falling on residents of a third density world—how many of you remember why you are where you are?! “(Matthew's Message, March 29, 2010.)

# Reverse-Blaming: The Oldest Play in the Book

Feb. 19, 2026

<https://goldenageofgaia.com/2026/02/19/reverse-blaming-the-oldest-play-in-the-book/>



We must be getting familiar with the deep state's playbook by now. But there's one gambit I'd like to make sure we recognize, perhaps because it's so commonly used.

When I was a grad student in Sociology around 1985, we called it "the mirror effect." What you were accusing another of mirrored things you had done yourself or were in some way involved with - not the other person.

I call it "reverse-blaming" - we blame the other person for what we do ourselves.

Vladimir Putin called it "the oldest play in the book." (1) Let's see what others have to say about it.

A nameless source said to *Real Raw News*' Michael Baxter, "it's a praxis [i.e., a practice] of the Deep State to accuse their enemies of the very crimes they are committing." (2)

Tulsi Gabbard also warned us of this gambit:

"Bad actors and their friends in the legacy, mainstream, propaganda media will accuse us of the very things they are guilty of in order to deflect from how they and their actions are undermining the Constitution, the rights and freedoms, and civil liberties of the American people." (3)

An illustration of it in action is Chelsea Clinton saying of Ivanka Trump that they were friends "until she went to the dark side." It was Chelsea who followed her mother to the dark side, not Ivanka. Chelsea was arrested in the act of trafficking children. She was tribunaled and executed. (4)

The Washington Post, probably well used to manufacturing crises or going along with them (climate change, pandemic fears, endless wars, etc.), accused the Trump administration of doing the same.

Ethan White of *Gazetteller* called them out, being a mirror to their mirror:

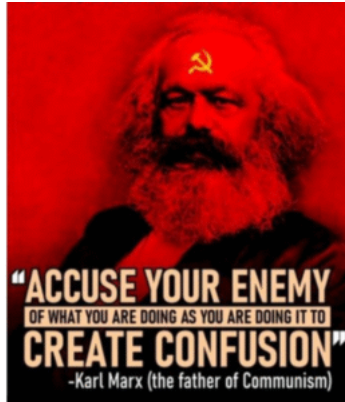
"The Washington Post recently tried to discredit Trump's moves as "manufacturing a crisis." That's pure projection.

"The real crisis is the one they've been manufacturing for decades—mass border infiltration, FISA court abuse, digital ID pre-planning, bio-surveillance projects, and financial control grids built around BlackRock, Vanguard, and IMF proxy shells." (5)

Commentators like Jordan Peterson and Scott Jennings have tremendous impact by simply mirroring back to their detractors what they're doing. Not rebutting them. Not defending themselves. Simply mirroring back to one reverse-blaming what they're doing, which usually sees the latter fall silent.

Projection, reverse-blaming, the mirror effect is one means of deflecting or distracting attention from what's really transpiring. It advocates substituting a lie for the truth and, as you'd guess I'd say, in my view, it has no future with us.





## Footnotes

(1) "It is is common that the Deep State accuses its enemies of heinous crimes they perpetrate themselves. It is, how do you say it, the oldest play in the book." (Vladimir Putin in Michael Baxter, "Putin Laughs at International Arrest Warrant," *Real Raw News*, March 17, 2023, at <https://realrawnews.com/2023/03/putin-laughs-at-international-arrest-warrant/>.)

(2) In Michael Baxter, "Military Arrests Liz Cheney," *Real Raw News*, April 2, 20123, at <https://realrawnews.com/2023/04/military-arrests-liz-cheney/>.

(3) At <https://x.com/ODNIgov/status/1927883337324187878>.

(4) "The younger Clinton was questioned by host Andy Cohen over her friendship with the daughter of the 45th US president, whom her mother famously ran against and lost to in the 2016 election. "We were friends," Clinton said. 'She is not the person I called when I was curious about something for my kids or if I was debating a life decision, but we were definitely friends ... and then she went to the dark side.'" ("News Burst 11 September 2022 – *Get The News!* by Disclosure News | Updated on 10 September, 2022" at <https://www.disclosurenews.it/news-burst-11-september-2022-get-the-news/>.) Chelsea was hung for treason. See ....., "Chelsea Clinton Hanged at GITMO, *Real Raw News*, Nov. 8, 2021, at <https://realrawnews.com/2021/11/chelsea-clinton-hanged-at-gitmo/>.

(5) Ethan White, "RED ALERT! Trump Launches Largest Domestic Military Operation in U.S. History: 4000 Troops Deployed Across 19 States as Martial Law Goes Live, Secret Arrests Begin, and Deep State Cities Fall Under Military

Control!” *Gazetteller*, August 26, 2025, at <https://gazetteller.com/red-alert-trump-launches-largest-domestic-military-operation-in-u-s-history-4000-troops-deployed-across-19-states-as-martial-law-goes-live-secret-arrests-begin-and-deep-state-cities-fall-under-mi/>.

*The Golden Age of Gaia has been hit with malware so often that we only link to our own sites now. I apologize for the inconvenience.*