

# FOUR LEVELS OF DISCOUNTING - THE FOUNDATION OF DENIAL -

## EXISTANCE OF THE PROBLEM

FULL BLOWN DENIAL OF THE EXISTANCE OF THE PROBLEM  
IN ANY MANNER, WAY, SHAPE, OR FORM.

HUH!  
WHAT!  
WHAT PROBLEM!



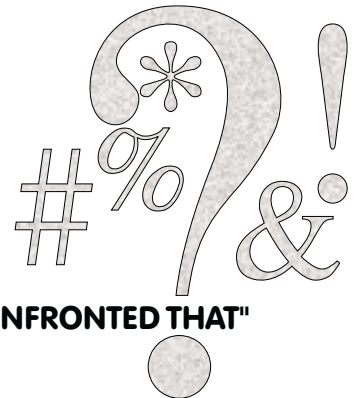
## SIGNIFICANCE OF THE PROBLEM

NOT IMPORTANT  
VERY LOW PRIORITY  
IMPACT MINIMIZED

"NO BIG DEAL"  
"BIG FUSS OVER NOTHING"  
"LEAVE IT ALONE, IT'LL TAKE CARE OF ITSELF"

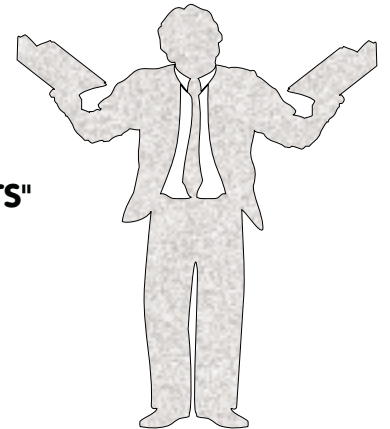
## CHANGE POSSIBILITIES OF THE PROBLEM

"IT HAS ALWAYS BEEN THAT WAY"  
"NOTHING CAN BE DONE"  
"THAT'S THE WAY THINGS ARE"  
"YOU CAN'T FIGHT HUMAN NATURE"  
"BETTER PEOPLE THAN YOU HAVE CONFRONTED THAT"



## PERSONAL CAPACITY TO SOLVE THE PROBLEM

HELPLESS-HOPELESS-HAPLESS  
"I DON'T KNOW"  
"I CAN'T/WONT LEARN"  
"A LEOPORD CAN'T CHANGE ITS SPOTS"  
"I DON'T KNOW HOW"



OPINIONS AND FEELINGS ARE FREQUENTLY A PERSONAL TRIUMPH OVER GOOD THINKING  
YOU DEFINE REALITY BY WHAT YOU KNOW, WHAT YOU BELIEVE, AND WHAT YOU DO ABOUT IT.