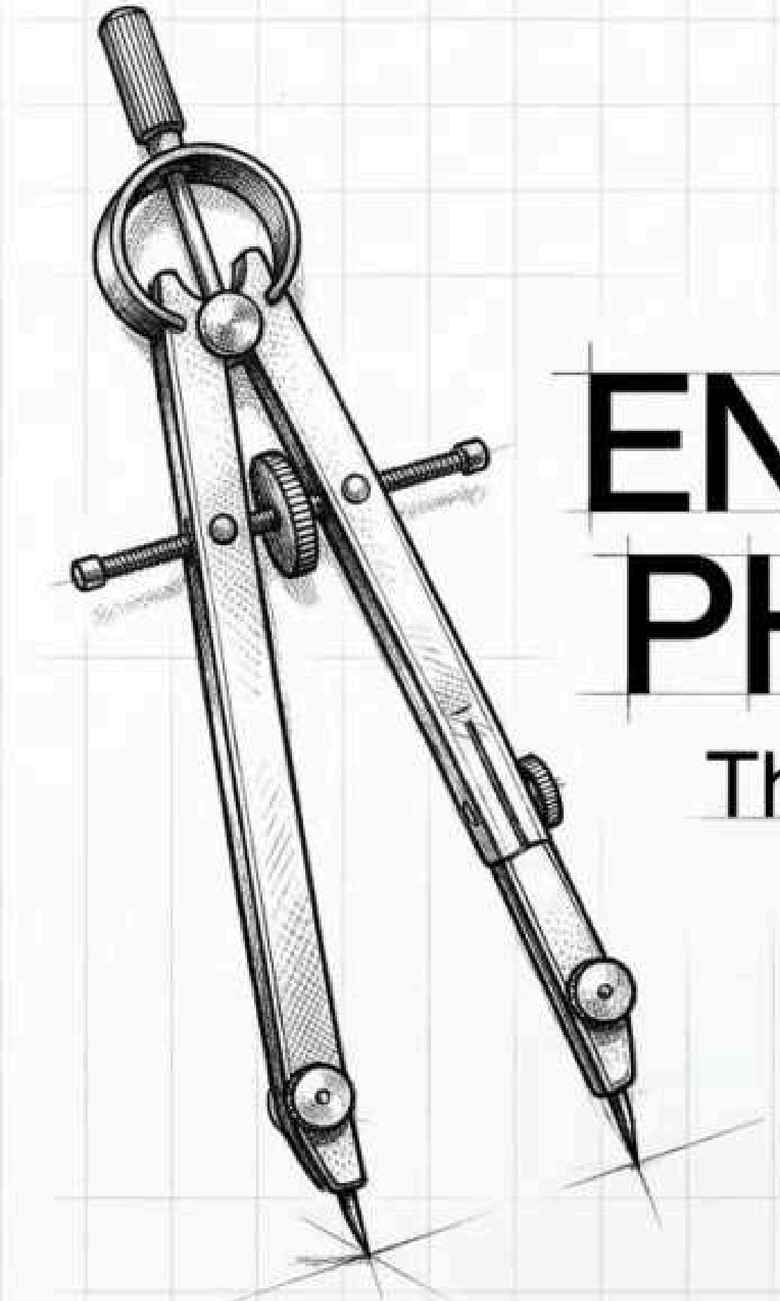
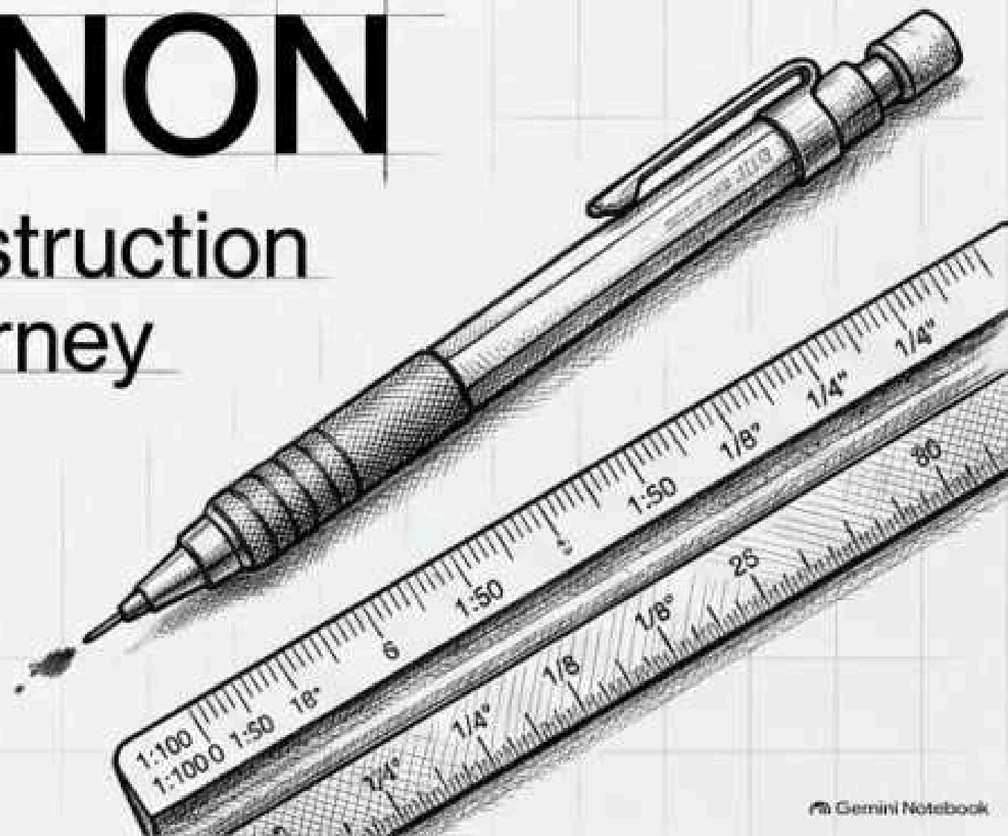
ENGINEERING A PHENOMENON

The Structural Deconstruction of a Creator's Journey





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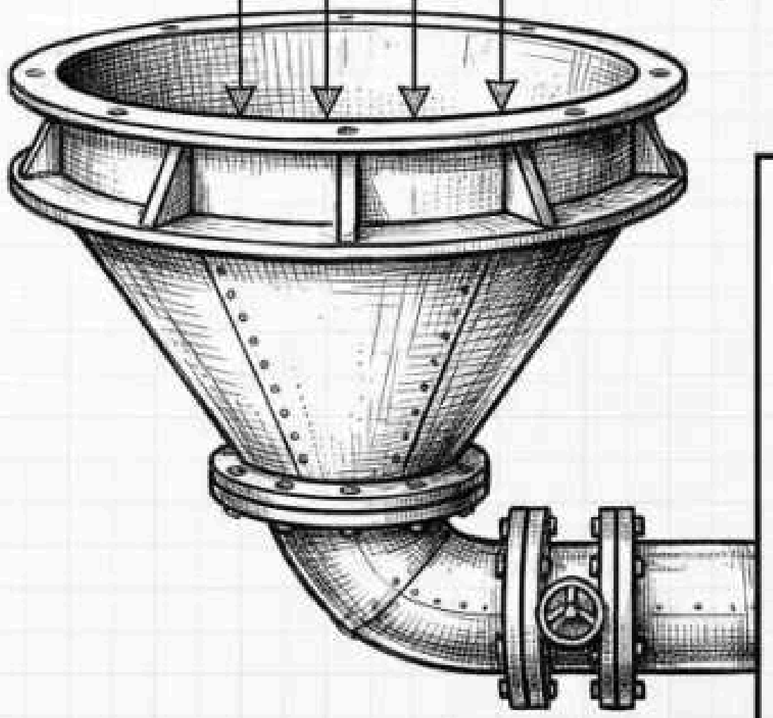
¶ 1.11

v_1: Upstate New York & Bay Area (Location)

v_2: Self-reliance & a mother's rules (Base Code)

v_3: A belief that reality is filtered (Lens)

v_4: Training in persuasion (Skillset)



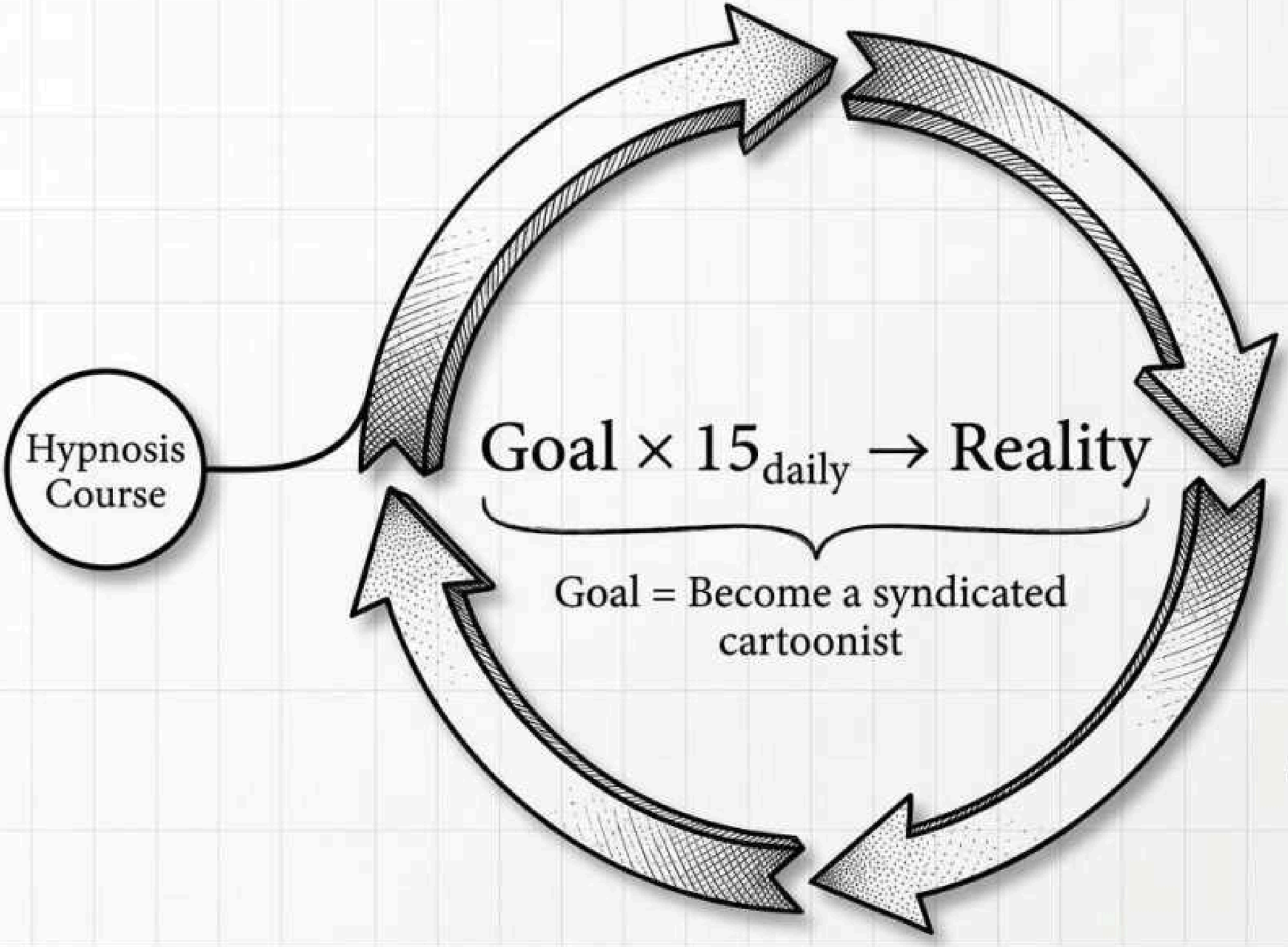
The Office

Output: Dilbert

(See Next Stage)

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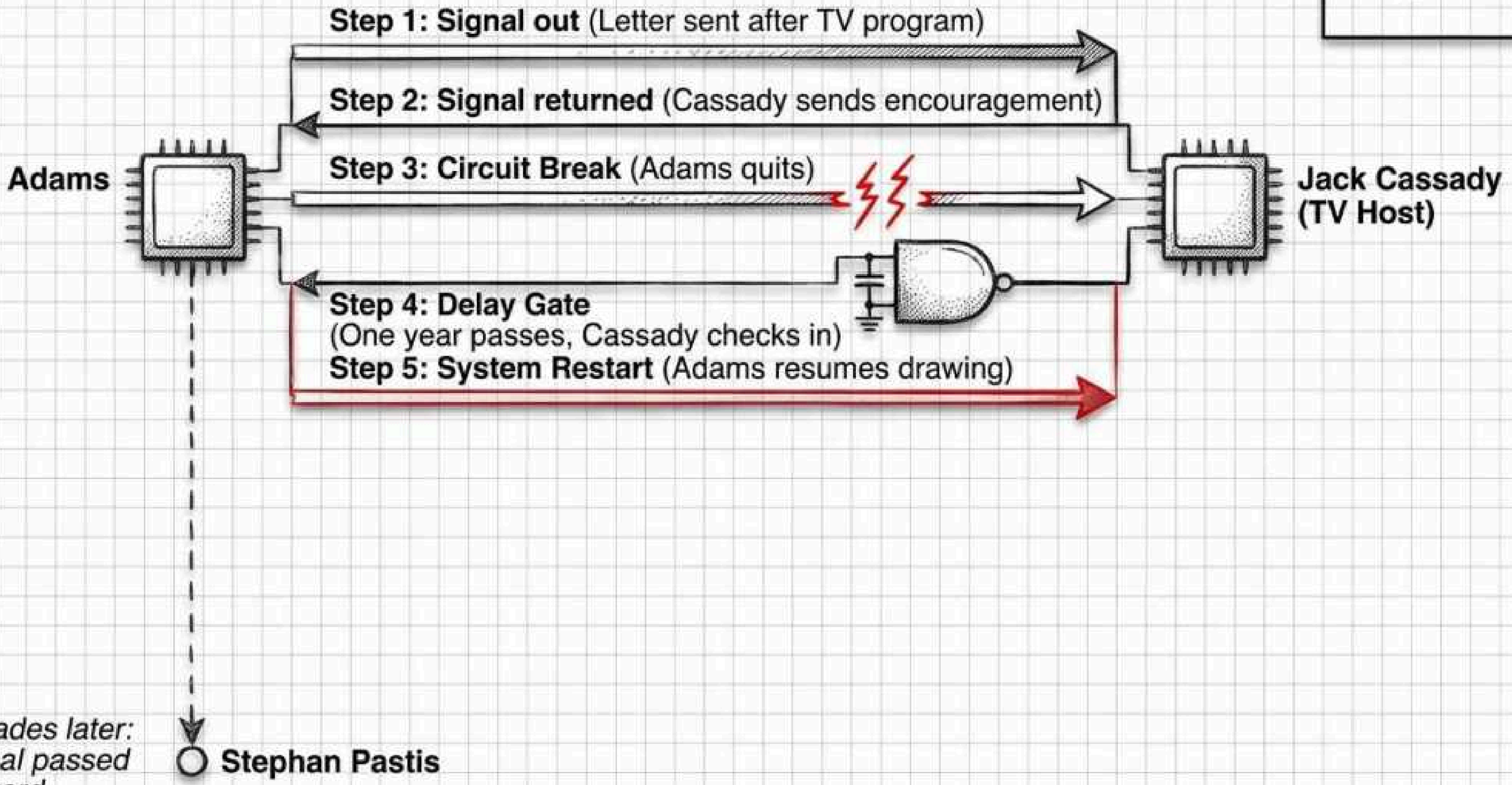
¶ 2.1



Not magic.
Just something
observed to work.

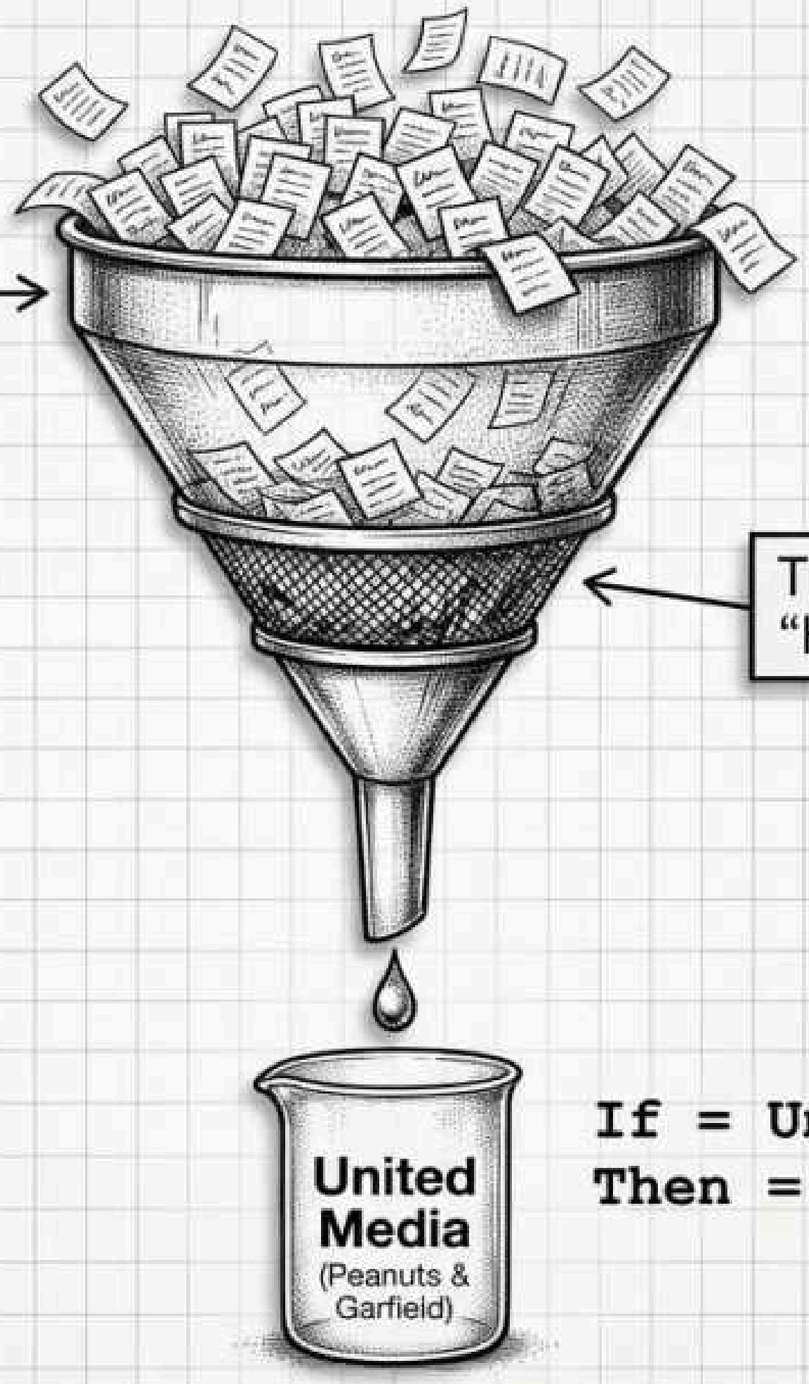
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¶ 2.2



Gemini Notebook

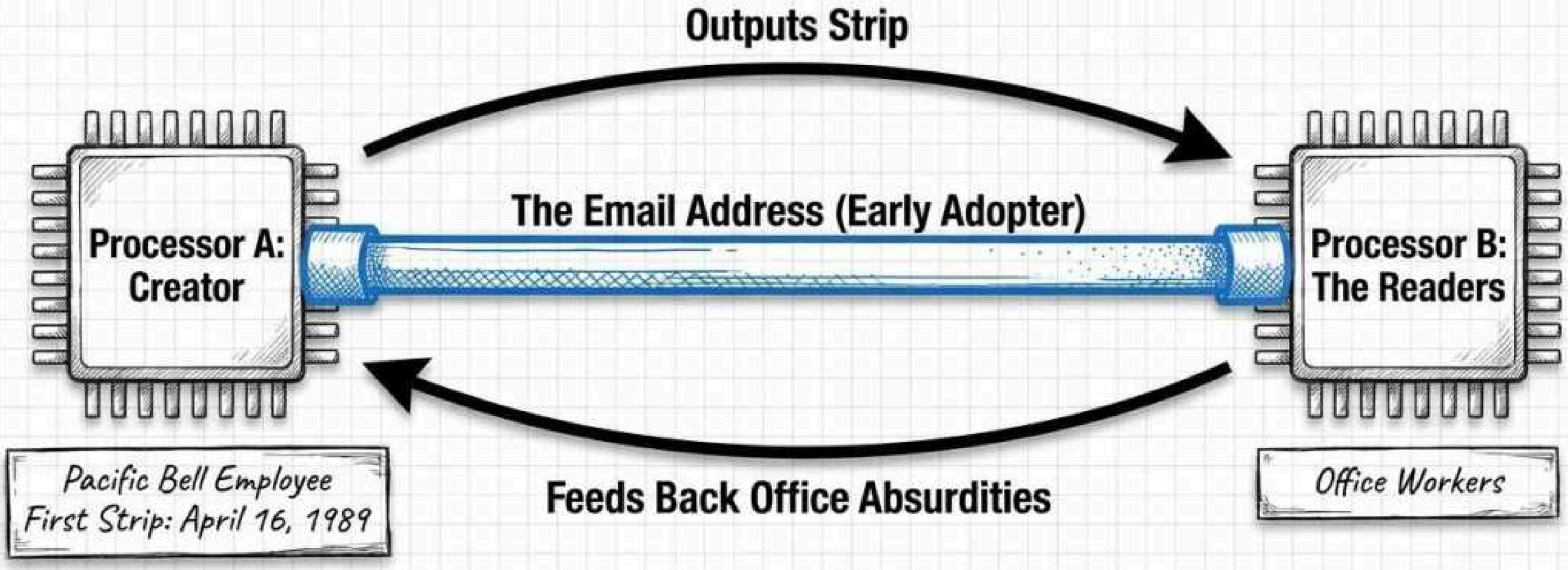
¶ 2.3




```
If = United Media,
Then = Say YES at once
       (Development Deal).
```

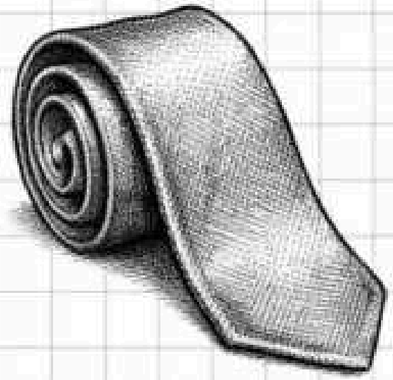
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¶ 2.4



Gemini Notebook

¶ 2.5



Dilbert
(Competent, put-upon engineer)



Pointy-Haired Boss
(Incompetent, fearful of exposure, devoted to keeping his job)

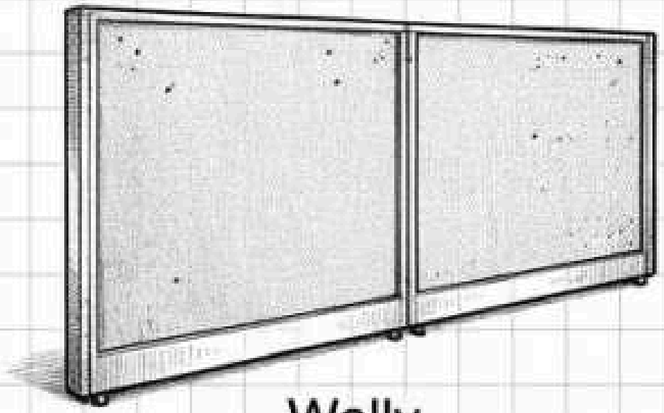
High

High ← → Low

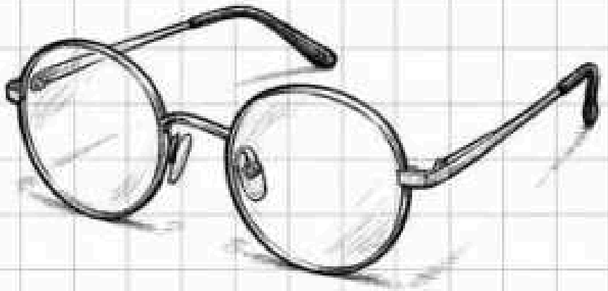
Competence

Work Ethic / Motivation

Low



Wally
(Clever, tireless only at avoiding work)



Dogbert
(Scheming dog)

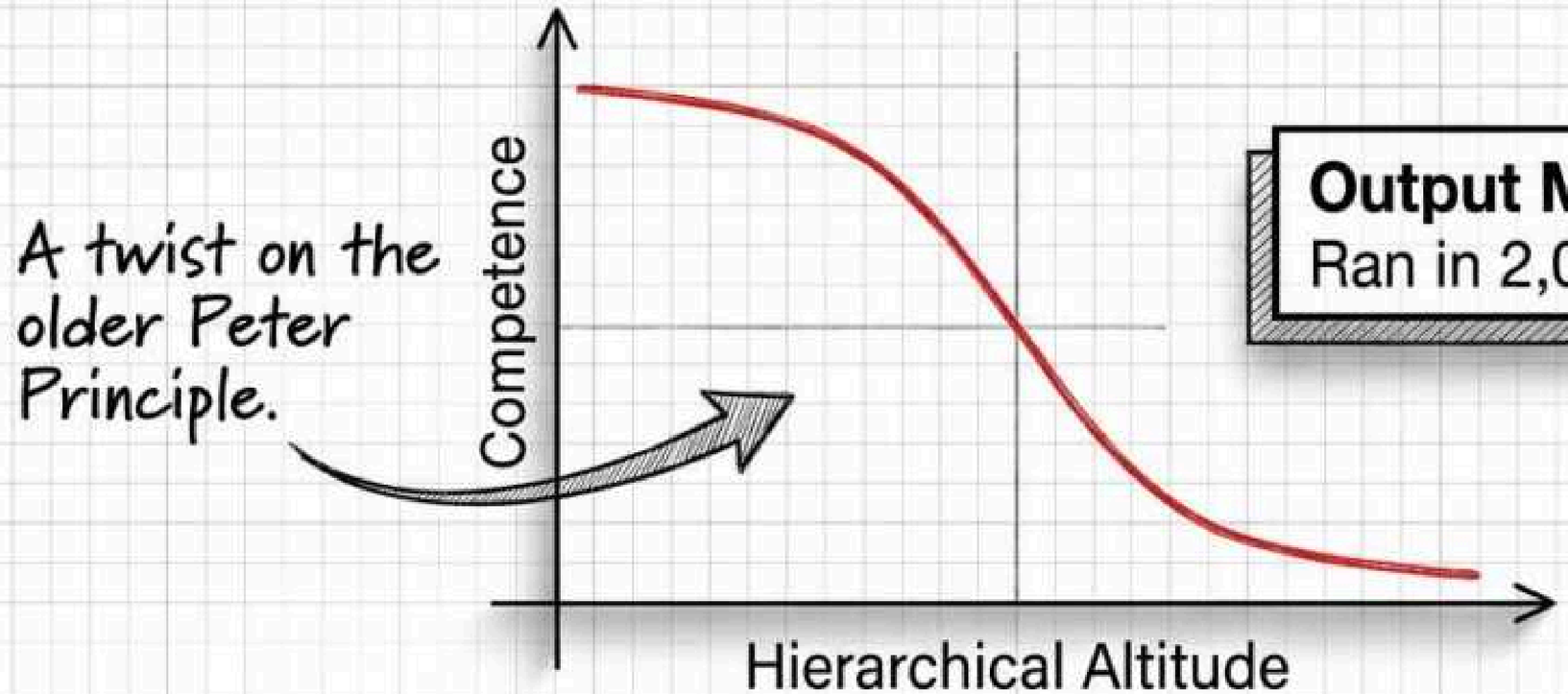
Gemini Notebook

¶ 2.6

The Dilbert Principle

(1995 WSJ Essay → 1997 #1 Bestseller)

$$\lim_{\text{incompetence} \to \max} \text{Promotion} = \text{Damage Minimization}$$



Output Metric:
Ran in 2,000+ newspapers.

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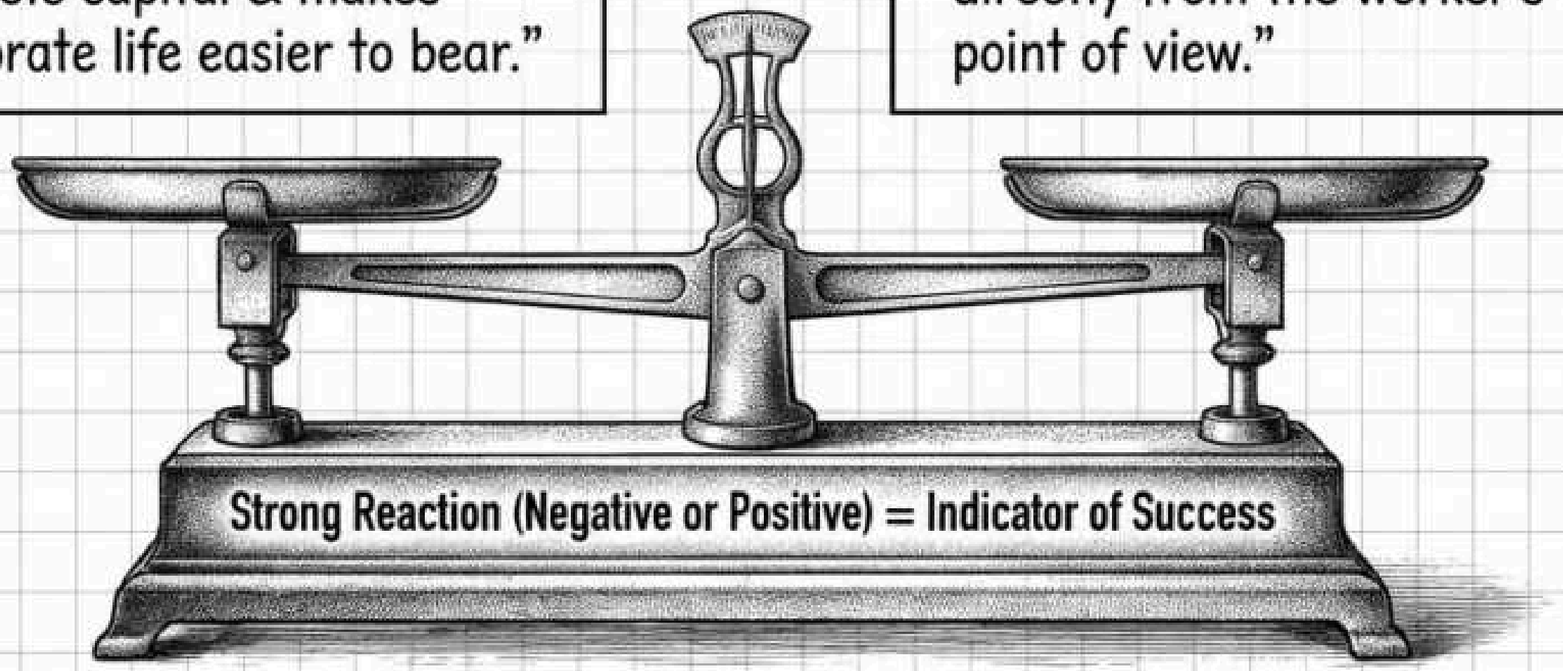
¶ 2.7

Marxist Critique (Norman Solomon)

"Mocking middle managers protects capital & makes corporate life easier to bear."

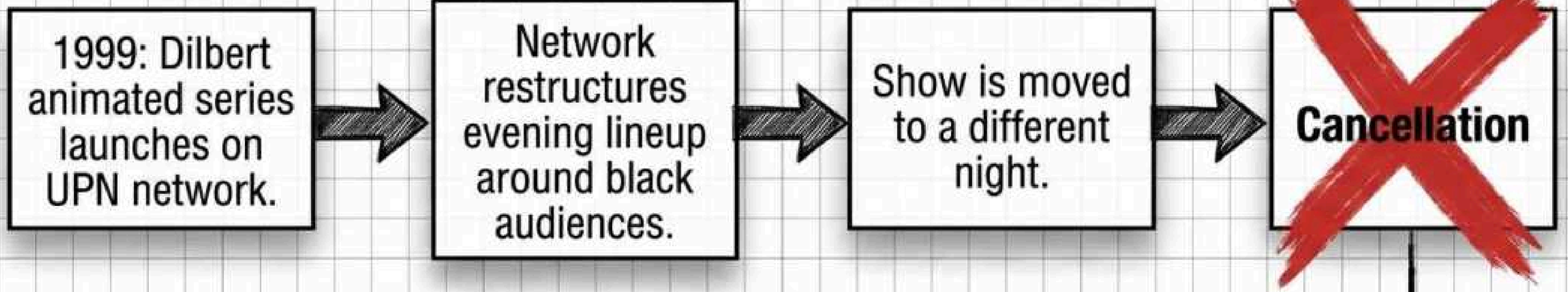
Populist Defense (Pollak)

"Describes the system directly from the worker's point of view."



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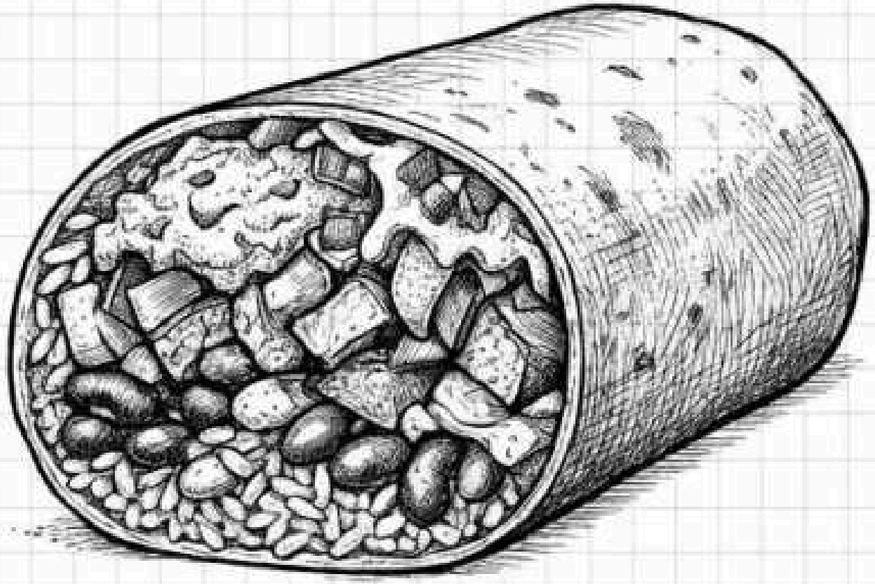
¶ 2.8



Data Point Extraction:
Third time losing work for being white (alongside two previous corporate jobs). Network reasons not deeply examined.

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¶ 2.9



The Dilberito (Failed)



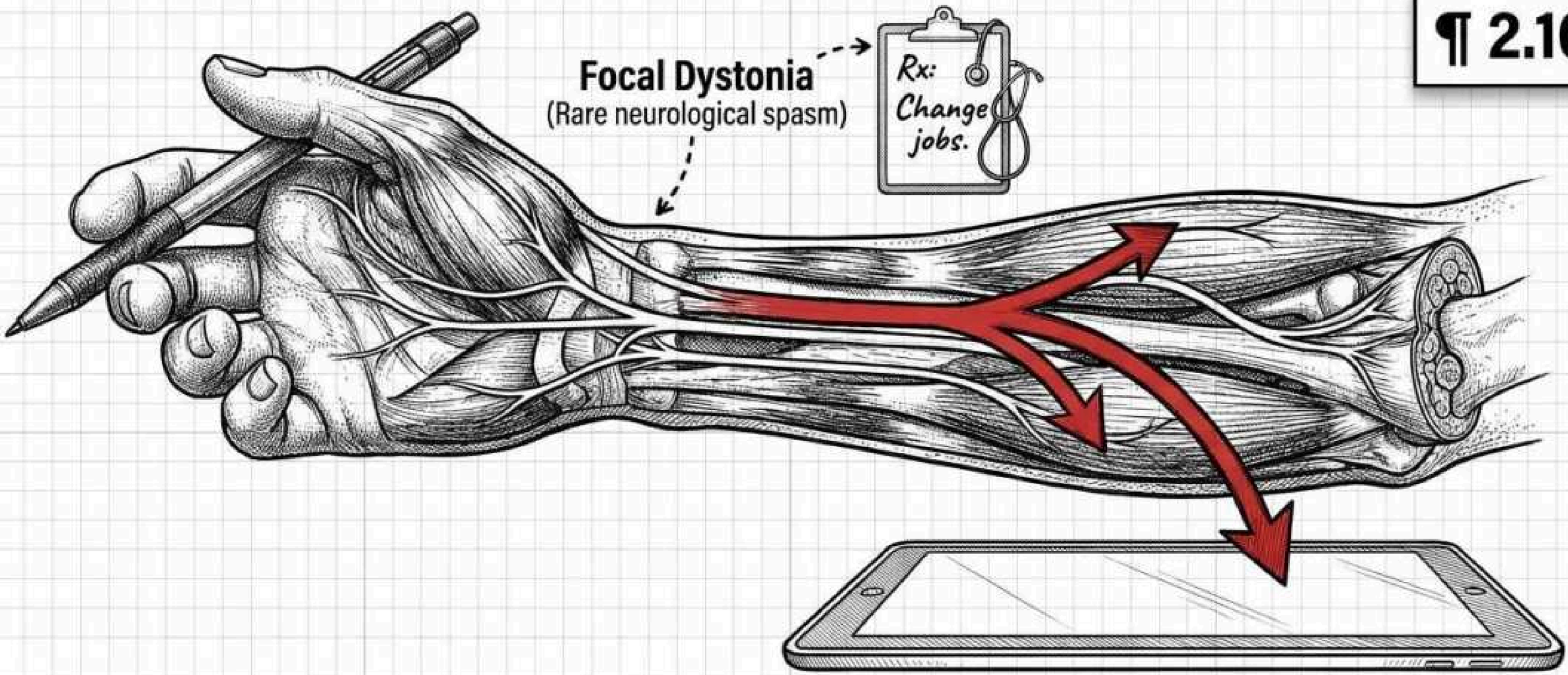
East Bay Restaurants w/ partner Stacey Conway
(Killed by 2008 Financial Crisis)

$Ventures → Failures → Lessons → Self-Help Writing$

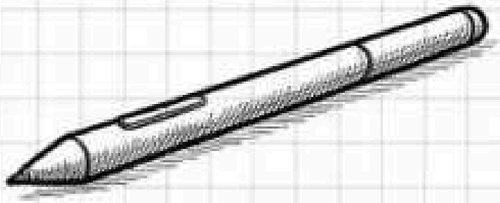
Wealth brought ventures. Failures became the foundational data for future philosophy.

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¶ 2.10



Someone wrould be the first to beat it,
and it might as well be him.



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