

THE ALTERNATIVE TRUTH

This is one of my pet peeves how so many people gravitate to the alternative truth because it is sensational, it is the flavor of the month, it is the populous discussion therefore it is factual.

As a Financial Analyst by profession, it is hard to accept the alternative truth as for the past thirty years my colleagues and peers have become accustomed to the precision and approach to my diagnosis and analysis of any information that is transmitted to me, therefore the methodology and prognosis of information received has been my signature BRAVA. Therefore allow me to share my insights how to sieve out **THE ALTERNATIVE TRUTH**

HOW DO WE DIAGNOSE THE ALTERNATIVE TRUTH

- ✓ **THE SOURCE** – does the source have a track record of consistency of reporting accurate information. Does the source have a reputation for manipulating the transmitted information for a desired outcome? Is your source reputable and honest?
- ✓ **THE INFORMATION** – is the information reported consistent? Can you plug holes in it? Are there Gaps in the information that is presented, this simply means that based on what has been transmitted, do you mentally feel that you have to go back to the drawing board to put the pieces of the information together – if this is so then chances are this presents an opportunity for further investigation.

THE PROBLEM WITH ALTERNATIVE TRUTH

- ✓ It lacks credibility
- ✓ The transmitter of information would have developed a reputation for falsity and unreliability

THE CONCLUSION

- ✓ Be critical and discerning of information given
- ✓ Aspire to get the Accurate Facts
- ✓ If you believe everything that is presented to you – you have definitely demonstrated your inability to process information accurately and would be just as liable for spreading alternative truth