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## COMMON SENSE — Life's Compass

There are ideas that follow you everywhere, a bit like those songs you don't remember ever learning yet still find yourself humming in the shower. They move with soft, muffled steps, discreet but stubborn, like a cat pretending not to watch you while very clearly judging you. They slip into your conversations without warning, influence your decisions, from the most trivial to the most dramatic, and hide in your everyday observations, right where you thought you were only seeing an insignificant detail.

In the most ordinary moments, they resurface: when you see someone stumble over a mistake that was perfectly avoidable (and you quietly think to yourself, "Ah, the classic Monday-morning trap..."), or when an entire team gets bogged down in a problem that could have been solved by a simple flash of lucidity, the very one that, of course, decided to take the day off.

They also return in more serious moments, when we measure the consequences of a poorly weighed choice, a judgment made too quickly, or a truth we carefully tucked behind the curtain, hoping it wouldn't insist on coming back out.

That idea, for me, is common sense. A simple idea, almost timid, not trying to steal the spotlight, yet always managing to step back on stage to gently remind us: "Alright... let's refocus." An idea, that doesn't need any spotlights to illuminate that never raises its voice but quietly puts everything back in its place with the firm gentleness of a grandmother straightening your collar before a photo.

Common sense is anything but a spectacular. It doesn't make noise, it doesn't set off fireworks, and it doesn't ask for diplomas, titles, or even a little participation certificate. And yet, it's always there, faithfully on duty, like an inner compass reminding us that clarity isn't a luxury reserved for the initiated, but a necessity, much like water, air, or knowing where you left your keys. It's that

quiet voice whispering: “Look again. Think it through. And above all, don’t turn a glass of water into a three-variable equation.”

Without you ever really decide it, common sense becomes a traveling companion. Not the chatty or intrusive kind, more like the silent passenger who occasionally raises an eyebrow to steer you back to what matters. A discreet yet stubborn guide who follows you everywhere, even when you pretend you didn’t notice it.

Most of us have worked, directly or indirectly, with organizations, leaders, employees, families, communities. We’ve moved through shifting environments, taken part, in ambitious projects, supported by people searching for meaning or solutions. In short, we’ve seen people, chaos, and even a few meetings that really should have been emails.

Nous avons été témoins de transformations extraordinaires : des équipes qui se relèvent contre toute attente, des individus qui découvrent en eux un courage qu’ils pensaient ranger dans un tiroir, des élans de créativité capables de débloquer des situations que même un GPS aurait abandonnées.

These moments reinforce the conviction that human beings are capable of their very best when they act with clarity, coherence, and intention. But we’ve also seen the other side: promising projects collapsing for no apparent reason, professional relationships deteriorating over tiny details (sometimes smaller than a Post-it), and crucial decisions made too fast, too late, or for reasons that would make even a fatalistic philosopher sigh. And almost always, the same realization emerges, common sense had been forgotten somewhere along the way—probably right next to the coffee machine

faced with these familiar scenes, a thought returns, persistent, almost painful: “We could have avoided this. We could have done better. We could have thought differently.” It isn’t a judgment of others, but a shared lucidity. An acknowledgment that, often, what’s missing is neither intelligence, nor skills, nor goodwill... but simply, a return to what, truly matters.

For common sense is not some mysterious talent reserved for a chosen few. It doesn’t depend on education level, social status, or professional experience. Common sense is a daily practice, an inner discipline, an honest look at reality—even when it unsettles us, contradicts our preferences, or reminds us that, yes, sometimes we really *should* have reread that email before hitting send.

It is the ability to say: “Here is what is. Here is what I see. Here is what I must do.” Without detours, without illusions, without unnecessary justifications, in short, without all the mental folklore we love to add just to complicate our lives.

At its core, common sense is that quiet strength that brings us back to the right kind of simplicity, to the clarity we need, to the obvious truth we had carefully tucked behind a curtain, probably hoping no one would notice. And perhaps that is why it is so precious: it reminds us that wisdom doesn’t hide in conceptual labyrinths, but in the truth of the real world—that stubborn thing that refuses to bend to our imaginary scenarios.

You’ve seen brilliant minds lose themselves in needlessly complex reasoning, as if intelligence, once it gets carried away, suddenly thinks it’s a fireworks show and ends up obscuring what it was supposed to illuminate. You’ve watched experienced teams miss the obvious, unable to recognize simple solutions because they were looking too far, too high, too fast, sometimes even in another galaxy.

You've witnessed crucial decisions made under the influence of emotion, pressure, or ego, those subtle yet formidable forces that turn perception into a distorted mirror. And each time, no doubt, the same thought crossed your mind, with the softness of a sigh: "If only we could return to what truly matters..."

This is where we begin to understand what lucidity truly is: that rare ability to see reality as it is, stripped of its artifices, its illusions, and its special effects. Lucidity doesn't embellish anything, dramatize anything, or simplify anything. It observes. It recognizes. It illuminates. And above all, it allows us to act with accuracy based on that clear vision, without being swept away by the mirages of desire, the shadows of fear, or the distortions of the ego, which, let's be honest, loves to play director.

Lucidity, in this sense, is not just a way of seeing; it is an inner posture, a way of being in the world. It is the ability to perceive things in their bare truth, without makeup or Instagram filters, while still having the strength to act accordingly. For seeing clearly is not enough: one must also have the courage to accept what one sees, and the maturity to adjust to that reality, even when it doesn't quite match our carefully crafted preferences.

It is an inner intelligence, subtle yet powerful, that allows us to distinguish the true from the false, the essential from the trivial, the lasting from the fleeting. It is what helps us grasp the consequences of our actions, understand the motivations that drive us, and detect the hidden stakes behind appearances. It is also what invites us to recognize our own biases, our limits, our emotions, not to judge ourselves, but to better understand ourselves, which is already quite a demanding sport.

To be lucid is to accept what we see, even when it unsettles us, even when it contradicts our habits, our certainties, or our favorite scenarios. It is to welcome reality without fleeing from it, without twisting it, without trying to convince it that it should be something else.

In short, lucidity is a clear vision, sometimes demanding, but always oriented toward truth: the truth of the world, of others, and above all, of oneself. It doesn't offer comfort, but it gives freedom; it doesn't guarantee ease, but it opens the path to what is right; it doesn't spare us challenges, but it gives us the strength to face them with coherence and integrity.

At its core, it is simply common sense, but common sense, put into action, which, let's be honest, is already a daily achievement.

You have no doubt asked yourself those unsettling questions, the ones that crack open certainties and create new spaces in the way you think. You've experienced those reflections that, sometimes gently, sometimes abruptly, force you to revisit your choices, reassess your priorities, and recognize what had previously slipped through your fingers. And you've observed, in your own life as in the lives of others, very real situations: brilliant successes, discreet missteps, flashes of sudden clarity, and missed opportunities that leave a faint taste of incompleteness, like a book closed a little too soon.

For here, we are dealing with judgment, rationality, human interactions, power, responsibility. Nothing less. We are dealing with those invisible dynamics that influence our decisions, a bit like those mysterious drafts that slam a door even though you were sure you had closed it. And we are also dealing with those moments when, without even realizing it, we shoot ourselves in the foot: out of pride, fear, haste... or simply because our attention decided to take a quick coffee break.

Common sense begins with an inner gesture: the ability to look at oneself honestly, without indulgence but without self-punishment either. A lucidity that illuminates without judging, more like a kind bedside lamp than an interrogation spotlight.

Whatever your professional, family, spiritual, financial, or community background, one truth remains: common sense belongs to no culture, no social class, no generation. It crosses borders, eras, and environments. It is universal, profoundly human, and more essential than ever—especially in a time when we sometimes confuse speed with direction.

In a world where everything is speeding up, where noise is often mistaken for clarity, urgency, for importance, and opinion for truth, common sense has become a precious compass, a steady reference point amid the turmoil. A kind of inner GPS... but without recalculating every ten seconds.

For many of us, it has become urgent to rediscover this simple intelligence. Not to go backward, nor to reduce the world's complexity, but to navigate it more effectively, without getting lost in the roundabouts of indecision. Simply to move forward with more discernment, more coherence, more presence.

Improving ourselves, growing, helping others understand better, all of this begins with an inner movement. We must learn to question, to reflect, to decide with intention, to act with coherence. We must accept becoming responsible again for our choices, our actions, our words. For it is there, in this assumed responsibility, that common sense regains its full strength, and that we, too, regain our ability to steer our lives with accuracy.

At this point, you are likely asking yourself several questions:

How can I deepen my understanding of common sense?

How can I structure my thinking to identify real solution paths?

And above all, how can I put all of this into practice in the real situations that shape my daily life, those moments when common sense seems to have taken an unauthorized day off?

To get there, you will need to explore several dimensions: learning to mobilize rational and critical thinking, developing solid judgment, and measuring your impact on the world around you. You will also need to avoid those missteps that sometimes make us "shoot ourselves in the foot" the moment we open our mouths and cultivate more refined human interactions in order to exercise an influence that is fair, rational, and grounded in common sense. And let's not forget the essentials: deciding with full awareness, negotiating with discernment, and seeking to uplift others rather than overpower them, even when the temptation is strong.

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To help you apply these ideas to your personal development, and to become a more effective and authentic person, capable of shaping a better future, I suggest the book **COMMON SENSE**.

This book is designed to guide you in creating a clear roadmap for personal growth, success, and happiness, a roadmap that requires neither a compass, nor a GPS, nor a mobile app, just a bit of lucidity.

Through a series of questions, quotations, and reflections, **COMMON SENSE** offers readers the tools they need to explore their own soul in depth, discover their true passions, and improve both their effectiveness and their efficiency. This, in turn, allows them to shape their own success and then help those around them achieve the same goal, without having to reinvent the wheel each time.

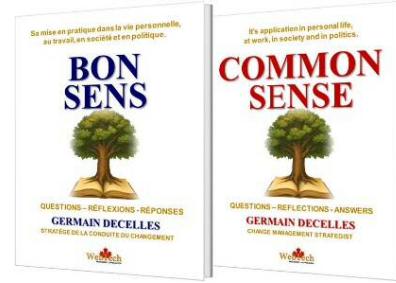
The ideas presented in this book draw on forty years of experience working with local and international organizations, businesses, and consulting services in change management, transition, and marketing.

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