

**"Once you start  
seeing red flags,  
you can't unsee  
them."**



# The Ghoster

They avoid decisions by disappearing. Silence is their response, distance their excuse. They are just present enough to keep their options open, only to retreat when a commitment is required. By never closing the loop, they let time do the rejecting and keep their hands clean.

## What They Say

- “Sorry, just saw this.”
- “Crazy week.”
- “Let’s catch up soon.”
- “I’ll get back to you.”

## What To Do

- Treat silence as an answer.
- Do not chase clarity that was intentionally withheld.
- Set one date, then close the loop yourself.
- Exit conversations when substance runs out.

# The Energy Vampire

They don't bring drama, they bring gravity. The room doesn't erupt, it slowly dims, and nothing is urgent enough to act on yet always intense enough to demand attention. They occupy emotional space without resolution, turn small issues into ongoing sagas, reject solutions, and keep conversations circling around the same low point.

## What They Say

"I don't know why this always happens to me."

"I'm just exhausted."

"It's a lot right now."

"I don't want advice, I just need to vent."

## What To Do

Offer solutions once.  
Stop repeating them.

Do not reward stagnation with attention.

Protect your energy without explaining it.

Leave before the room goes quiet.



# The CC Sniper

Turns a private issue into a public situation to gain leverage. Recipients are added not to solve the problem, but to shift power, protect the sender, or apply pressure without open confrontation. The message is always polite. What could be resolved becomes a performance, and by the time everyone has been looped in, the outcome is already set.

## What They Say

“Just looping a few people in.”

“Per my last e-mail.”

“Keeping everyone aligned.”

“I thought it was good for leadership to see this.”

## What To Do

Deflate the audience: ask who actually needs to be involved and why in your reply.

Pull it back to direct contact: suggest taking it offline or resolving the matter 1-to-1.

Close the loop: propose a clear decision or a next step to end the thread.



**Eco-**  
**systems**

# Clicktatorship



Power sits with platform companies that write the rules, enforce them unilaterally, and change them without notice. Visibility is granted or revoked by ranking systems, moderation policies, and monetisation thresholds that are law, court, and punishment rolled into one. There is no transparency, no due process, no appeal that matters.

## What You'll Hear

“We don’t take editorial positions.”

“This violates our community guidelines.”

“We’re constantly improving safety.”

## What To Do

Design for exit. Never build your voice, income, or reach on a single platform. Redundancy is resistance.

Log off on purpose. Attention is the resource.

Stop feeding metrics. No likes, no shares, no hate-clicks. Silence starves systems.



# The Attention Economy

A system where human focus is the primary commodity. Platforms compete, not to inform or enrich but to capture and hold attention as long as possible, rewarding whatever provokes the strongest reaction. Depth, nuance, and truth lose to speed, outrage, and distraction, because attention, once hooked, can always be sold.

## What You'll Hear

“Trending now.”

“Don’t miss out.”

“Based on engagement.”

“Hot take.”

## What To Do

Choose sources, not feeds.  
Algorithms optimise reaction,  
not relevance.

Reclaim boredom. Silence  
is where thinking makes a  
comeback.

Notice emotional hooks.  
If it spikes outrage or anxiety  
instantly, you’re the product.



# The Memory Hole

A result of limited attention combined with a constant flow of new information. Headlines make way for newer headlines. Promises, scandals, and policy shifts move down the feed as the next development takes priority. More often than not, they are not revisited. When the pace of information outstrips the time needed to evaluate it, follow-up weakens. Issues that are not actively tracked tend to fade from public focus.

## What You'll Hear

“That was a long time ago.”

“We’ve moved on.”

“I don’t recall that.”

“Why bring this up now?”

## What To Do

Keep a timeline. Memory beats momentum.

Resurface patterns, not isolated scandals.

Don’t let speed replace accountability.