



**National
CONSCIENCE MONTH**
January 2020



"Let your Conscience be your guide!"

The inaugural observance of National Conscience Month will begin January 1, 2020. This new tradition is devoted to educating and inspiring people of all ages and from all walks of life to—in the cheerful words of Jiminy Cricket, “**Let your conscience be your guide.**”

The enclosed educational materials are part of AMI’s introduction to National Conscience Month, and are NOT intended as dogma. During January, your organization, and each of our other partners, are urged to tailor Jiminy Cricket’s core message to freely address the perspectives, goals and vocabulary of its own community. I’m sure you share our conviction that the value of using the *Conscience* in thought, word and deed needs the spotlight of a national conversation.

At this time we are looking for partner organizations whose mission is supported by people who are already using their *Conscience*, and recognize its tremendous value. For this reason we deeply appreciate your visiting our ConscienceMonth website today.

These days people are encouraged to move fast and react quickly, without taking time to examine and evaluate what’s best to be done and what’s *not* to be done. Because so many of us have been foresaking the use of our *Conscience* as our guide, we increasingly experience dis-ease or pain. We suffer personally and as a culture from addictions, gun violence, health problems, suicide, racism, bigotry, anxiety and depression, to name just a few.

Every day, we all make thousands of choices: what to eat; how much time to spend at work, at play, and with family; how we will treat people; how courteous we will be to others, on the road or waiting to checkout at the grocery store. And each and every one of these decisions has consequences.

Our minds are rarely calm and in the present moment. As a result, many of our choices are based on faulty, unconscious software that brings pain to us, our neighbors, communities, nation, and to the Good Earth, our Mother.

THERE IS A DIFFERENT WAY. If we can learn to listen to our *Conscience*—that voice inside us telling us what thoughts to think, what words to speak, and what actions to take—and if we can develop the willpower to follow what our *Conscience* tells us, we will definitely live happier, healthier lives. One by one, we have the power to change both our present and our future.

Please take a few moments now to review the enclosed educational materials celebrating National Conscience Month. **In that process try to imagine how your organization can interpret the information and suggestions in accord with your own mission and brand. There are many ways to encourage people to “Let their Conscience be their guide.”** In the meantime, if you have any questions or concerns, please feel to reach out to me directly. Thank you for your consideration.

Sincerely,

Leonard Perlmutter

**Hi,
I'm
Jiminy
Cricket!**



disneyclips.com

**January
is the
first ever**

National
Conscience Month

Let Your Conscience Be Your Guide!

National Conscience Month

JANUARY 2020

Do you want to create a world with more
**Understanding, Acceptance, Civility, Kindness, Compassion, Security,
Health, Happiness, Love and Peace?**

You can do it — but only when you

Let Your CONSCIENCE be Your Guide!

You know what your *Conscience* is, right? Everybody has one.
It's your inner voice that knows which thoughts, words and deeds are best.
Using the *Conscience* is essential for making good choices.

What is Conscience Month?

The first observance of *National Conscience Month* begins January 1, 2020. This new tradition, created by American Meditation Institute founders Leonard and Jenness Perlmutter, is devoted to educating and inspiring people of all ages and from all walks of life to follow the cheerful advice of Jiminy Cricket: "*Let your Conscience be your guide!*"

The Inspiration

The inspiration for *Conscience Month* is the Yoga Science "Law of Karma" which states simply that thoughts lead to words, actions and, eventually, to consequences. This law of cause and effect embraced by all great scientists, from Sir Isaac Newton to Albert Einstein and today's quantum physicists, is as true and unavoidable as the Law of Gravity.

For thousands of years women and men have experimented with employing and respecting the *Conscience* as their personal, always-available and ever-reliable guide in choosing their best thoughts, words and actions. And what did they discover by regularly using their *Conscience*? They felt better physically, mentally, emotionally and spiritually. Old wounds healed, healthy

relationships grew even stronger, and new, rewarding ones were born. They experienced the great reward of finding and serving a higher purpose in all of life.



**Now you
and the world
can benefit when
you use *your*
Conscience!**

**Just Follow Leonard Perlmutter's Easy Step-by-Step Guide
For Coordinating the Four Functions of the Mind**

AMERICAN MEDITATION INSTITUTE'S

Easy Step-by-Step Guide



Just start
HERE!



#1. CONSCIENCE

The mind's ability to
Discriminate, Determine, Judge & Decide

Like a continuously broadcast radio signal, your *Conscience* can reliably advise you which thoughts to think, words to speak and actions to take that will enable you to live your life in freedom. Yoga Science calls this invaluable function of the mind *buddhi*, and early Christian traditions called it the Holy Spirit or the Holy Ghost. In the movie, "Pinocchio," it was named Jiminy Cricket.

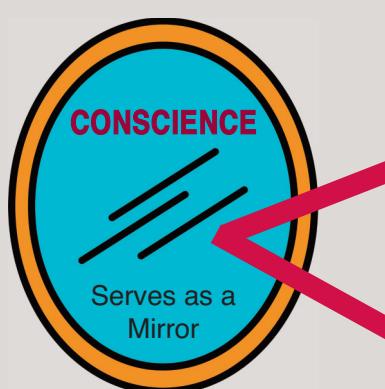
Everyone has a *Conscience*. It's one of four functions of the human mind. But when we don't use it regularly, its quiet voice gets overpowered by the more insistent voices of the Ego, Logic-Senses, and Unconscious. Although their advice can be helpful, it can also prove unrewarding or painful because it's based on only a limited perspective.

The *Conscience*, however, is the only function of mind with a panoramic view, the unique ability to discriminate objectively, and decide appropriately what's to be done and what's not to be done. That critically important, far-reaching power is available to every human being and operates as a mirror. The *Conscience* can access unerring intuitive wisdom from the Superconscious Mind, and reflect that Perfect insight into our Conscious Mind. When we routinely let the *Conscience* be our guide, we learn by personal experience that what it says is true. The only question that remains is: Do we have the will

CONSCIENCE

This is How We Receive Inner Wisdom

Inner Wisdom from the
Superconscious
Mind



Also known as:
Buddhi
Holy Spirit
Jiminy Cricket

*The CONSCIENCE
serves as a mirror.
It accesses Perfect Wisdom
from the Superconscious Mind
and reflects it into the everyday
operations of our Conscious Mind.*

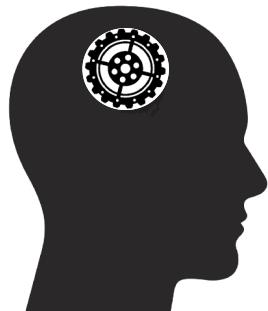
Into our
Conscious
Mind

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power to align our thoughts, words and actions with the wise and good counsel of the *Conscience*.

The idea that the *Conscience* can reflect infallible wisdom from the Superconscious Mind is not a figment of the imagination. This Superconscious Mind is real, the source from which Albert Einstein saw mathematical equations, and Paul McCartney hears beautiful melodies. Albert Einstein himself clearly stated that, “A problem cannot be solved on the level at which it appears. It must be solved on a higher level.” The “higher level” that Einstein referred to is the intuition brought into our Conscious Mind through the *Conscience*.

But here’s our challenge: If we continue to accept the inflated promises from the culture, senses, unconscious habits and ego, without seeking the wise counsel of the *Conscience*, we only guarantee ourselves future forms of dis-ease or pain. **The only way to know for certain what’s to be done and what’s not to be done in each moment is to follow the wisdom of the *Conscience*.** When we let the *Conscience* choose our thoughts, words and deeds, our lives are definitely more healthy, happy, creative, and productive, and more free of stress and pain.

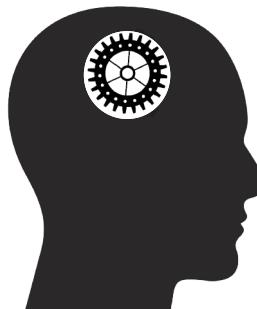


#2. EGO

Creates “Likes and Dislikes” and assumes responsibility for self-preservation

The Ego’s primary responsibility is preserving and protecting our individual mind-body-sense complex. Motivated by that important mission, the Ego narrowly defines choices in terms of various forms of “likes” and “dislikes”

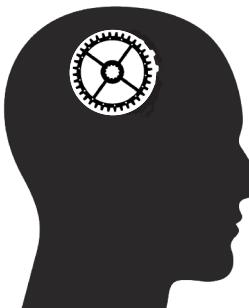
such as: good or bad, praise or blame, winning or losing, pleasant or unpleasant. The Ego’s insistent voice can be valid and useful. We all know, for example, we need a healthy ego to skillfully drive a car. But in certain situations the Ego’s inherent biases must be overruled. Left unchecked, the often-wrong but never-in-doubt Ego can waste a lot of our energy and creativity chasing the nonexistent gold at the end of every rainbow.



#3. LOGIC-SENSES

Sight, Smell, Taste, Hearing, Touch

Seeking happiness and security, the mind’s Logic-Senses function employs the organs of sight, taste, smell, hearing and touch. The senses quite spontaneously expend our creative energy because it is their nature to do so. They scour the world for anything that delights or promises safety. Then, taking its cue from each suggested thought, desire, emotion and concept, this Logic function continually asks the question, “Should I do it, or should I not do it?”



#4. UNCONSCIOUS

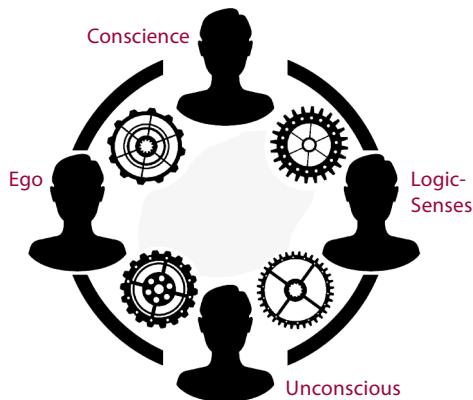
Habits & Concepts about Self-Preservation

The Unconscious portion of the mind is analogous to a computer’s hard drive. It’s a reservoir of all our habit patterns, including

both those that serve us well and some that don't. It's a storehouse of information useful in fulfilling all the desires and concepts the Ego has deemed essential to self-preservation.



Now that you're familiar with the Four Functions of the Mind, you need to coordinate them, so the *Conscience* can be their guide — and yours as well!



COORDINATING The Four Functions of Mind To Make the Best Choices & Outcomes

With the information collected from the Ego, Senses and Unconscious Mind, the Logic function of the mind presents two possible choices for consideration. It begins by saying, "You have two basic alternatives. There is *alternative A*, which will probably result in consequences one, two, three and four, and there is *alternative B*, which will probably result in a different set of consequences one, two, three and four. Kindly make a decision and take an action."

After the Logic-Senses function of the mind concludes its monologue on alternatives and consequences, it waits a bit for our decision. If none is forthcoming, it automatically begins again. "You have two basic choices: *alternative A* with certain consequences and *alternative B* with certain other consequences. Have you made a decision yet?"

Without a decision, the Logic-Senses function of the mind repeats again and again, "You have two choices: A or B. Will you do it, or will you not do it? Will it be A or B? A or B? A or B?"

The relentless repetition is at first annoying, then frustrating, and eventually, exhausting. The doubt and indecision play on like an old broken record, and this inability or unwillingness to make a decision based on the available information is a major cause of stress in our lives.

The Logic of the mind works like a computer. No matter how sophisticated and swift its operation, the computer is always dealing with one solitary question: yes or no? one or zero?. The cumulative contributions of the Ego, Logic-Senses, and Unconscious are vital, but as with the computer, none of these functions of the human mind have any capacity to decide what's to be done, and what's not to be done. That work is the exclusive purview of the *Conscience*. Now comes the really interesting part.

Fortunately for us, our mind comes equipped with a *Conscience*, the only function of the mind that can discriminate, determine, judge and decide. But in order for us to apply the wisdom of the *Conscience*, and benefit from its wisdom in every relationship, we need to parent the Ego, Senses and Unconscious Mind by convincing them to support the unerring wisdom of the *Conscience*. That's easy when the *Conscience* agrees with the Ego, Senses and Unconscious Mind. But when the *Conscience* disagrees with their limited or flawed perspectives, we need to lovingly encourage them to set aside their old, habitual reactions—just for the sake of a scientific experiment: trusting the *Conscience*.

When you begin to follow the advice of Jiminy Cricket, and "Let your *Conscience* be your guide," you will undoubtedly be asked to give up a few old habits that conflict with your own Inner Wisdom. But, don't take on too much too soon. Trying to tackle powerful, emotionally charged habit patterns right

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away would definitely *not* be kind to you.

Instead, choose just one seemingly insignificant old habit that would be relatively easy to give up. Perhaps you'll let go of a second cup of coffee in the morning, or half a cookie with lunch. Maybe you'll give up snoozing that extra ten minutes in the morning, or the habit of not brushing your teeth after every meal. Remember, if your experiment is easy, it will be right. And if it's right, it will be easy.

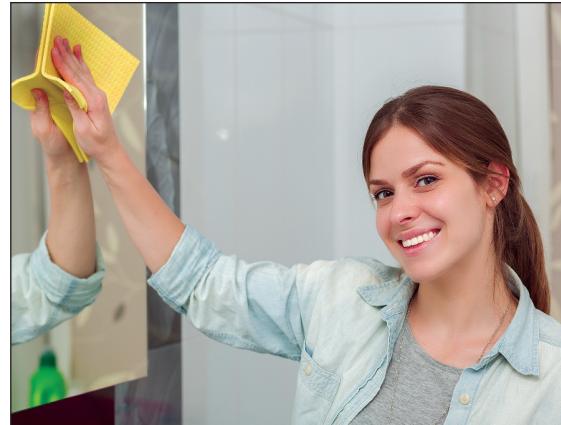
Step by step, as you let your *Conscience* be your guide, you, and all four functions of

your mind will reliably experience the pleasure and reward of doing what's to be done, and not doing what's not to be done. As you more frequently let the *Conscience* be your guide, you'll be creating the new habit of trusting and employing the *Conscience*, and as a result, your entire mind-body-sense complex will feel better physically, mentally, emotionally and spiritually. And the world will benefit as well.

But the undisputed proof of that bold statement can only be discovered through your willingness to do the experiments.

Experiment Every Day Using Your Conscience

Unless a mirror is cleaned regularly, dust and debris accumulate on its surface and obscure the mirror's reflective quality. Similarly, when we don't establish and maintain the habit of using our *Conscience* regularly, its ability to reflect Inner Wisdom from the Superconscious mind is compromised. In such cases, the *Conscience* still retains the power to discriminate, determine, judge and decide, but without its access to Superconscious wisdom, only the relatively loud, and insistent voices of the Ego, Senses and Unconscious mind can be heard and considered. As a consequence, the *Conscience* will still make the final decision of what to do and what not to do, but its decisions will be made on the basis of limited and possibly faulty input. However, each time you use your *Conscience*, you're cleaning the mirror that can guide you in every relationship and circumstance.



One of the most meaningful ways you can personally experience the benefits of *Conscience Month* is to experiment using your own *Conscience* when deciding which thoughts to think, words to speak and actions to take. Remember, your *Conscience* knows that not everything you "like" is good for you, and that everything you "dislike" isn't always bad for you. So begin by choosing to experiment with small, relatively easy decisions, and within hours you'll be feeling positive about yourself, more self-confident, self-reliant, and grateful for the love and kindness you are offering to yourself and to the world.

Here are a Few Easy Experiments You Can Try.

1. Use your *Conscience* to experiment with giving up a food that does not love you, in favor of eating food that does love you—food that loves your eyes, brain, lungs, heart, liver, gall bladder, joints, etc.
2. Ask your *Conscience* if you should brush your teeth after a meal, and then follow its advice.
3. If you need good sleep, heed the *Conscience* when it says not to have a cup of coffee at 9PM.
4. Follow the *Conscience* if it advises you not to eat while reading, answering emails or watching TV.
6. STOP, and defer to the better judgment of your *Conscience* whenever anger or fear arises.

How You Can Help Celebrate Conscience Month

Spread the word: Be part of the positive change with friends, family and colleagues: follow AMI and *Conscience Month* on all social media. Like and share our posts, and don't forget to tag using hash-tag #ConscienceMonth when you post.

Encourage your organization and employer: We offer educational materials and newsletter content for your company or organization.

Be an inspiration: Share your experiences of using your *Conscience* on our website.

Attend an event: Visit our website for a calendar of *Conscience Month* events including movie showings, discussion groups, contests and more.

Create your own event: For example, host a

"Peaceful Warrior" movie showing (look for a discussion guide and ideas on our website).

Movie Trailer: <https://vimeo.com/358826901>

Book club event: *The Heart and Science of Yoga* by Leonard Perlmutter, *Way of the Peaceful Warrior* by Dan Millman.

Temporary Branding Change: Change your online branding to include: "Celebrate *Conscience Month*" and "Let Your *Conscience* Be Your Guide."

Community Service: Host small movie screenings of "Peaceful Warrior" or "Pinocchio" (depending on audience age) in local schools, libraries or community centers. **"Pinocchio" Movie Trailer:** <https://vimeo.com/359064445>.

Conscience Quotes

The conscience makes it possible to go beyond animal habit to experience your rewarding destiny as an instrument of Divine wisdom.

Leonard Perlmutter (Ram Lev)

When freedom does not have a purpose, when it does not wish to know anything about the rule of law engraved in the hearts of men and women, when it does not listen to the voice of conscience, it turns against humanity and society.

Pope John Paul II

There is a higher court than courts of justice and that is the court of conscience. It supercedes all other courts.

Mahatma Gandhi

Peace demands the most heroic labor and the most difficult sacrifice. It demands greater heroism than war. It demands greater fidelity to the truth and a much more perfect purity of conscience.

Thomas Merton

A good conscience is a continual Christmas.

Benjamin Franklin

Labor to keep alive in your breast that little spark of celestial fire, called conscience.

George Washington

Conscience is the human compass.

Vincent Van Gogh

Nothing strengthens the judgment and quickens the conscience like individual responsibility.

Elizabeth Cady Stanton

The voice of conscience is so delicate that it is easy to stifle it; but it is also so clear that it is impossible to mistake it.

Madame de Staél

The American people want something terse, forcible, picturesque, striking - something that will arrest their attention, enlist their sympathy, arouse their indignation, stimulate their imagination, convince their reason, awaken their conscience.

Joseph Pulitzer

Before I can live with other folks I've got to live with myself. The one thing that doesn't abide by majority rule is a person's conscience.

Harper Lee

I cannot and will not cut my conscience to fit this year's fashion.

Lillian Hellman

Being a good person begins with being a wise person. Then, when you follow your conscience, you will be headed in the right direction.

Antonin Scalia

A clear and innocent conscience fears nothing.

Elizabeth I