

The Characters of Watchwell Communications, Inc.

Watchwell is a small community with a small-town atmosphere and small-town appeal. It is a neighborhood within a city with character and much to reveal. Most of the activities occur on Know Island Avenue, affectionately known as the KIA, the main road through town. It has a high school and elementary school near the center of town. Watchwell has landmarks where people gather to discuss life and making decisions. It is the type of town where everyone knows everyone or everyone knows of everyone, therefore and the degrees of separation are small. There are many interdependent groups that highlight the universal positives and negatives that exist in our world.

Watchwell is a microcosm of the world in which we live, with its adversity, diversity, impurities, and insecurities. It serves as a laboratory for growth and development. We study each other as we investigate and explore ourselves to increase our awareness and ability to interact on a positive level.

In the center of town is The Impact Tree where people gather and reflect on their destiny. They sit, stand, and lay in the shade as they reflect and interact in stimulating conversations or individual self-analysis.

Let me introduce you to some of the residents of Watchwell. The First Families are Cocky and Cocky, Jr. and Rhodesia and Rhodette.

Cocky

Cocky was created originally from the concept of a cock roach and the attitude of being quietly self-confident. Roaches have been on the planet for 250 million years, with over 3500 species. Rachael Proulx, the designer felt a cockroach's appearance was too menacing, so drew him with bee-like features. He is the companion to Rhodette. They are co-workers and best friends. They are not love interests, cause of the challenges associated with intra-species variability and compatibility issues.

Cocky & Rhodette



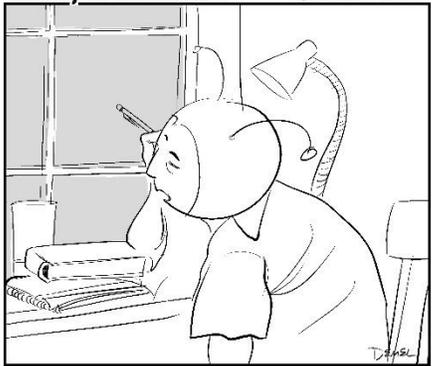
I don't mind bending over backwards for my customers, it's the bending over forward that makes me nervous.

Cocky, Jr.™

Cocky Jr. is the younger version of Cocky, is “Mini-Me”, his son and namesake. He carries the same perspective and demeanor, as a mild-mannered; sometimes cerebral, sometimes agitated, and masculine persona. Cocky, Jr. is a teenager with a dry sense of humor and a quick wit. Hopefully, you can identify with the universal perspectives that he presents. Just as Cocky uses road debt has his partner, Cocky, Jr. is friended to Rhodesia, who has the same outspoken nature as her mother.

Cocky & Rhodette

by Orlando Ceaser



I am living a dream. It's just not my dream.

Rhodesia

Rhodesia is Cocky Jr's friend and a daughter of Rhodette. She is also a teenager. She is not merely the younger version of Rhodette, but this generation's alternative. They channel a lot of the thoughts and feelings of teenagers and the Millennial generation. She is a great representation of the wide range of values, challenges and issues facing the latest generations.



Rhodette™

Rhodette is the fierce independent partner to Cocky. She speaks her mind and gives the female perspective on many topics. She is the sounding board for many of their observations. She is a rodent and therefore, an unlikely companion, but they are inseparable. She is personable, but can use biting sarcasm to challenge injustice, in equity and inequality.



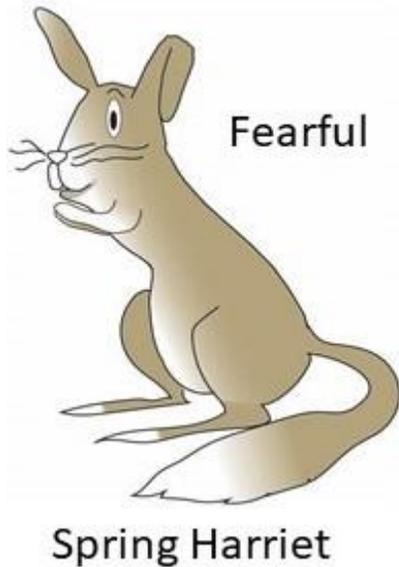
Spring Harriet™

Spring Harriet is a Spring Hare or Springhaas; another member of the rodent family. Spring Harriet is different from most animals. She has feet like a kangaroo, a tail like a squirrel and ears like a rabbit. She is constantly agitated and fidgeting. Her entire body is constantly shaking and always on red alert. She sleeps 20 minutes at a time and is constantly afraid because everything is a predator. She is a burrowing creature and leaps 15 feet from the opening to her burrow to avoid any predators outside her entrance. You would think of her as constantly on high alert, possibly due to being beaten down by life, environment, or the influence of The Hindre, who we will discuss later. She is the embodiment of someone using fear to keep them alive and fear to enhance their survival.

Spring Harriet's fear may seem exaggerated, but it is a key part of her profile. She is a delicacy in the animal kingdom among the creditors, therefore highly sought after. Many people can identify with her Chicken Little mindset. The sky is always falling, and she lives in the world of worst-case scenarios. People with Spring Harriet's thought process may become immobilized by fear and are slow to live up to their potential.

Spring Harriet is a perfect punching bag for The Hindre™ who always threatens, bully's and demeans her performance and potential.

Spring Harriet is not always meek and should not be perceived as a push over, all the time. I watched a Youtube video of two springhares fighting and they were extremely aggressive and forceful.



The 4th Monkey

The 4th Monkey is Do no evil and he is the mission, motto, and mascot of the community of Watchwell. He is as symbolic as the Hippocratic oath is for physicians; which is to first do no harm. The 4th Monkey stands for righteousness, diversity & inclusion, fair play, and fair behavior. He is a reminder that we should adhere to integrity as individuals of high moral character.

The 4th Monkey is known as Shizaru in Japan. He receives extraordinarily little attention, since most are familiar with his counterparts; see no evil (Mizaru), hear no evil (Kikazura), and speak no evil (Iwazura). His function is to do no evil, which you could argue is the most important monkey. The 4th Monkey's emphasis is on right practices and behaviors.

The fourth monkey's actions are truly related to the others. The workplace is a common place for the four monkeys to be used as an operating system. Employee bullying and intimidation, sexual-harassment claims, the presence of racial discrimination, unconscious bias and sexually charged

language and actions exists in many organizations. Where improprieties and liberties are taken with people's rights in the form of disrespectful words and actions, there are laws in place to prevent and punish these actions. Employees, who adopt a see no evil, hear no evil, speak no evil mindset are not helping to develop a positive company culture or a respectful workplace

Do no evil is a perfect monkey to enforce the values of character and integrity. He reminds us of proper behavior and etiquette. Our choices have consequences and the more we can emphasize a positive corporate culture and a respectful workplace the more effective our organizations will be become. There is conduct and behavior norms which must be identified, emphasized, and enforced vigorously. Character will minimize stress in the workplace and reduce the number of lawsuits and discipline related to improper behavior.

The do no evil mindset would influence our participation in the political process. Our dialogue in conversations around those who are different from us or have different opinions would be positively affected. If we operated each day thinking in terms of do no evil, we would be more empathetic in understanding of each other. We would put ourselves in the shoes of our neighbors and seek to understand their point of, listen to their words and lay the foundation for greater chemistry instead of conflict.



The 4th Monkey

The Hindre™

The most frightening sights I remember as a child were not the things that went bump in the night. They were not the ghosts, goblins, or evil spirits, I imagined. They were not just bullies who chased me home from school. They were teachers, relatives, friends, and classmates. Wherever I lived, the name that described these individual and forces in my life is The Hindre™.

The Hindre is based on an article I wrote about the negative forces in our lives that lurks in the background. It could be an underground society whose stated purpose is to diminish, dissuade, distract, and destroy. The Hindre could be the parent, sibling or classmate who do not want you to succeed. They will use a variety of techniques to pounce on us, holding us back, to make us ineffective.

We encounter a nemesis of negativity; an individual, a hostile environment or a spirit of exclusion that says we are not invited, we are not good enough and we are not wanted. The Hindre™ are in businesses and other organizations ready to sabotage those individuals who are viewed as a threat to insecure members of the group. They are active when difference enters and organizations so that the status quo is maintained. They were people who placed fear in my heart by making me believe, I was inadequate and not good enough. I was being told that I could not do it and no one like me had ever done it.

Every school seems to have students who others are told to avoid. Parents and teachers will say, "Do not hang out with the Hindre." The Hindre is a mean-spirit group or force that hovers in the background. They are outwardly aggressive as bullies or inwardly quieted while striking silently. Their purpose is to corrupt, undermine or stunt personal growth. Their results are evil; inspired by envy and jealousy.



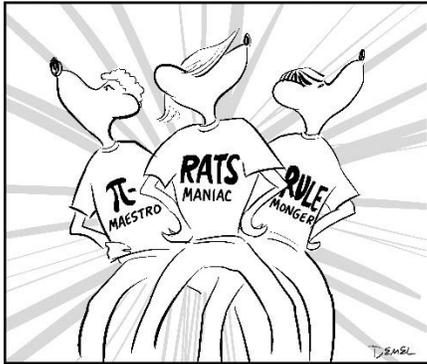
The π Rats™

Also, high schools have students who are constantly in advanced placement classes, stick together and are called nerds by the rest of the student body. These are the Π rats (pi – rats). They are the whiz kids who love math and science. They name themselves for pi, the mathematical symbol, with a correlation to pirates who sail the seas pillaging information. These students in Watchwell emphasize the value of STEM (Science, Technology, Engineering & Math), in influencing our lives. Their ambition is to prepare us for a technologically advanced society.

The main members of the Π rats are Maestro, Maniac, Monica, Monger, Maria, Mei-Ling, Mentor and Makeeba.

π -Rats

by Orlando Ceaser



STEMathletes: Champions of numbers and equations!

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