

# The Man Matrix

## The “Optimistic” Ideas Man



The Dreamer

The Dreamer



The Start-Up Guy

The Start-Up Guy



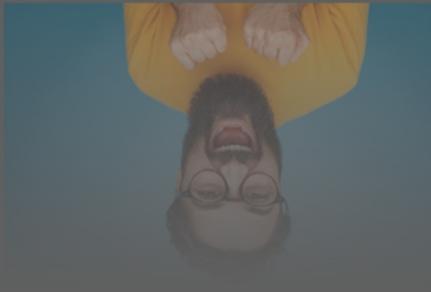
The Founder

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## Disclaimer

THE MAN MATRIX is an attempt to create a different set of axes on which to evaluate and assess men’s behaviour. It accepts the validity of individual men’s neurological and psychological makeup as something that does not need to be changed. It aims to generate a set of distinctions between men based on personality styles, along with a broader understanding of men’s psychospiritual development process—both for men themselves, and for women seeking to understand men.

The language and pronoun use focuses on cis-heterosexual men and assumes the interest of cis-heterosexual women, for reasons explained elsewhere. It may equally be used by parents, friends or colleagues of those men, and by people of any gender who find it useful and relevant.

The information in this report is intended as a reference, or map, that offers a particular way of assessing the landscape. No statement purports to be the absolute truth. It should be viewed holistically and as a means for supporting individual growth, not as “evidence against” nor as a means to “alter him”. You are invited to treat it in that way and to use it with intelligence and compassion.

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## PERCEPTION

## How people see him

HE’S HARD to miss. His enthusiasm announces him when he walks into the room, and he naturally attracts a lot of attention. Others might watch with envy as he sparkles and bristles with restless energy and exciting ideas. He’ll be bright-eyed and bushy-tailed at all hours, and a fast talker. People will watch and wonder how he can be so eternally optimistic and energetic. They’ll feel that they can get a booster shot of both, just from being close to him.

However, if anyone can’t keep up—and most people can’t—they’ll soon see the back of him. He won’t hang around. He doesn’t like to be around “boring”, “negative” or “heavy” situations for long—and “long” is a very short time for him. As soon as he senses any of those conditions brewing, he’ll start looking for something more exciting, whether it’s the next party, the next business idea or job, and sometimes even the next relationship partner.

Some people—let’s say women, or potential partners of any gender—may want to be part of the excitement and go along for the ride. Some may want that just for the thrill of it, while others may relish the challenge of being the one to tame him. Guess which one he’ll prefer to be with?!

Especially while he’s young, his friends will see him as having a devil-may-care attitude and being the one among them



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who is least likely to commit—to a job, a career, a steady relationship, even to plans that extend beyond today. To be sure, this is not uncommon for younger men, so people should not be too quick to judge him. If he’s still behaving like this once he’s well into his thirties, then yes, they’re more entitled to assess him as being this type of man.

His willingness to commit should evolve as he grows older, and will be an important indicator of his level of maturity. However, until that happens, he’s likely to arrive with a new date on his arm every few weeks—or months at the most. He’s a strong candidate for bachelorhood, although he could equally surprise everybody by suddenly settling down, perhaps even getting married—especially if one of those determined “tamers” ensnares him!

In business, he’ll be much the same: always arriving with a new idea, a new lead, a new prospect. Whatever his qualification or specialisation, he’ll gravitate towards a forward-looking strategic or sales-oriented role, where he’ll harness his natural talent for seeing opportunities and inspiring the “suits” to buy into them. Once again, his colleagues will see the back of him quite often as he leaves to pursue the next deal, and the next one. In his wake, they might find that the paperwork has been rushed, if it’s been done at all.

### BOON (OFFERING)

## Why people like him

**The “Optimistic” Ideas Man** More than anything, people need hope. Hope hangs on the belief that tomorrow will be better than today. He is the flagbearer for that notion. He believes it from the bottom of his soul. He’s like the hero in the hero’s journey who leaves the village in search of a boon, and doesn’t return until he has one. Except he doesn’t just go and return once, as some do. He goes every day.

In real world terms, he’s the first to spot new business opportunities, and he’s not afraid to try something new and exciting. So, when he gets put in charge of vision and strategy, people better put on their seatbelts. In a sales context, he’ll be the hunter, and everyone, especially his bosses, will struggle to keep up.

An exemplar of this type of man, and a positive role model for him, would be that smiling patron saint of entrepreneurship Richard Branson. A slightly less grounded version would be Robin Williams, especially in his role as the unorthodox and irreverent radio DJ Adrian Cronauer in *Good Morning, Vietnam*. Likewise, the ever mirthful and optimistic—and somewhat careless—Tyrion Lannister in *Game of Thrones*. In the modern world, his exemplar is the Silicon Valley visionary.



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On a personal front, there’s seldom going to be a dull moment when he’s around, and while people might get frustrated at trying to contain him, the one problem they won’t have is boredom and monotony. He sparkles like champagne and is always on the lookout for something new and exciting to do. So, for people who are adventurous and willing to take a risk—those who are keen to “suck the marrow out of life”—he’ll offer them that. If they like energy and excitement in terms of the man they’re with, he offers this too. *C’mon girl, let’s take a ride!* Others might just watch and wonder.

His optimism will be infectious as well. Along with the “Helping” Best Man, he’ll be the man most likely to see the silver lining in any situation. He’ll see the possibility of turning it into an opportunity, no matter how bad things seem. Or he’ll find a reason to at least enjoy it, if not to celebrate! If he rolls his car in the desert, where the “Strict” Right Man might despair at the situation, he’ll find the whisky and start celebrating that he’s alive. He’s definitely the glass-half-full guy.

At his best, he offers the world hope, and the possibility of a better tomorrow. He gets people pointed in the right direction—looking forward, optimistically.

## DEVELOPMENT

## His journey through the four stages of maturity

**The “Optimistic” Ideas Man** The journey to maturity for every man involves the establishment of the ego and its inevitable dark side, or shadow, followed—hopefully—by the integration of that shadow. As described in the Man Matrix introduction, a man’s shadow effectively contains the data belonging to that one element of life that he tries to avoid or escape from, and which he tries to deny in himself.

For the “Optimistic” Ideas Man, the thing that he’s trying to escape from is all the rules, constraints and limitations that society and organizations impose on people—and especially on him. In other words, all the stuff that’s seen as “negative” or “boring”, including things like reading the fine print and completing the paperwork.

As a child, he might have found himself in a home environment that was either extremely restrictive, abusive, chaotic, or perhaps even dull. The only way he could maintain his sanity was to escape, perhaps into fantasy, or by literally getting as far away from the house as he could.

As an adult, he’ll try to avoid any such negativity by striving to break, bend or bypass any rules or conventions, by striving towards the new, the untried, the untested, and by “getting out there” and having fun. This will provide the theme for his



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rebellion during the red stage, and for his criticism of the world during his white stage. For example, in red, he’ll point out the ways in which society is restrictive, rules are ridiculous, and people are boring and conventional. In white, he’ll turn this into a personal crusade on behalf of his children, for example. Of course, he won’t allow himself to be boring or follow the rules either and, if it ever occurs, he’ll look away or deny it.

As he matures, he’ll subconsciously gather evidence that proves him wrong—yes, wrong. In other words, he’ll accumulate data as a result of contradictory life experiences that the world is different from his childhood universe. At first, he won’t pay too much attention to this data, but eventually it will start to break through. He’ll have some undeniable feedback from life in the form of people or experiences. Something in him will recognise that he no longer needs to defend himself in the way that he did back then. In other words, it’ll gradually dawn on him that he doesn’t have to run away anymore.

If he accepts and integrates this shadow data, he’ll progress to the point where he can live with, and possibly even embrace, the restrictions that life places on him, while not losing any of his exciting, visionary nature.

Invite people to support his growth by sharing this information.



“Will he be my unicorn?”

What “I’ll alter him” shifts you can (and shouldn’t) expect from him

**The “Optimistic” Ideas Man** As his partner, colleague, parent or friend, you’ll probably recognise and hopefully appreciate his optimistic, adventurous and fun-loving approach to life. Yet, you might sometimes wish that he would somehow miraculously transform into a more cautious and responsible, organised and disciplined, or cultured and refined version of himself. These “missing” elements may lead you to compare him negatively with the types of men that do demonstrate those patterns of behaviour.

For example, you might wish that he would be less naïve and more circumspect in his approach to new business ideas, the way the “Cautious” Ideas Man might, instead of just diving in headfirst every time and then getting his fingers burnt. Or you might want him to persevere and push through when the going gets tough, just like the “Winning” Best Man or the Real Man would, instead of giving up and moving onto something new. Perhaps you want him to spend more time reading the fine print of the contracts he signs and pay attention to his own admin, much like the “Strict” Right Man would, so that you don’t find yourselves suddenly without insurance coverage because he didn’t open and read his emails. Then you might wish he was a little more discerning on the social front, which is a mark of the “Winning” Best Man.



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The bottom line is, he’s not going to “change” into any of those types of men. In fact, the more you try to “alter” him, or in other words try to get him to “change into” one of those types of men, the more likely he is to dig in his heels and resist.

That said, you might have a point, and so he might learn to take on one or two of those men’s behaviours from time to time. Yes, he might try being more realistic about his grand schemes. He might persevere more when he finds things becoming difficult or boring. He might hire someone to do his admin, and make sure he keeps an eye on them! He might be more circumspect on the social front.

While there’s some of this he could start doing right now, it will happen naturally as a result of maturity. It’s what the process of integration is all about. After all, maturing and integrating is about becoming less one-sided. It’s about not treating every situation in the same way, based on how he is, but instead treating each situation on its own merits. So, if you’re supporting him on that journey, you can drop a few hints along the way, using some of the approaches suggested in the “When will he grow up?” section of this report, and be patient.

## Get the full report!

### Get the full report to learn more about:

1. How he sees the world (his dominant worldview);
2. Why he drives people crazy (his one-sided behaviours and tendencies);
3. His core fear (the underlying driver of much of his behaviour);
4. A full 8-page report on his journey through the four stages of maturity;
5. Two more “handouts” containing information you can use:
  - a. What he looks for in a partner / colleague / friend and what you can do to “win him over”;
  - b. What you can do to support him on his journey to maturity;
6. Plus a set of self-coaching questions to ask yourself and/or him.

**Yes, take me there!**

