

Beyond Branding

Scribbles of a murderer

● Typical danger signs to detect in writing

BY ANTOINETTE GMEINER

The number of senseless murders is rapidly increasing and almost daily we read or hear accounts of psychopathic killers.

What motivates such people? The labels of 'mental illness', 'insanity' and 'paranoia' no longer provide an explanation for such vicious crimes. There is now talk that a new 'brand' of killer has emerged: murderers are increasingly motivated by the urge for attention and recognition, which the media give them.

In spite of the many types of murderers, there are certainly personality characteristics that killers have in common. Typically, those who kill have been badly abused as children and they are psychologically damaged by improper bonding, usually to the mother. When proper bonding or attachment do not develop, the child becomes mistrustful. He or she

does not develop the ability to establish and maintain deep and significant interpersonal relations, and may be filled with rage and loneliness as a result.

In childhood the serial killer acquires many scars from the pain which he will later inflict on his victims. He was frequently rejected by one or both parents and was typically abused by his mother.

As children, most serial killers were deprived of intimacy and sensory stimulation, they were beaten and malnourished. The mind of a murderer is complex, but the law has tended to minimise its complexity by asserting that the overwhelming majority of murders are committed by people without personality conflict, which is directly contrary to the facts. Following a list of personality features common to those who kill:

- Extreme feelings of revenge and fantasies of grandiose accomplishments which may result in the acting out of

“The mind of a murderer is complex.”

hateful impulses;

- Loneliness, withdrawal, feelings of distrust, helplessness, fear, loss of self-esteem;

- Spelling errors and speech difficulties related to childhood emotional disturbances;

- Blurred self-image, impressionable nature;

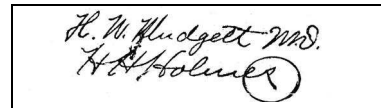
- Inability to withstand frustration and to find sufficient gratification in the expression of hostilities through constructive outlets;

- Simultaneous dependency on and contempt for authority; and

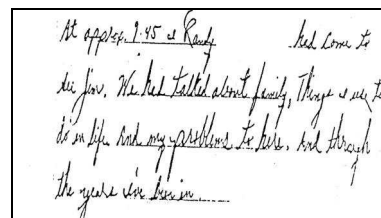
- Depression and suicidal tendencies.

Here are some handwriting examples of murderers to illustrate the above:

The handwriting of a depressed murderer – see how there are downward slants in the writing.

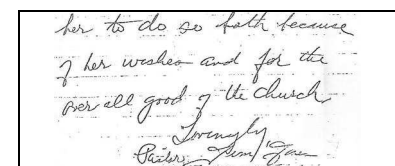


The murderer of a 16 year old: see the compression in the handwriting. Repressed, inhibited feelings are displayed. There are tendencies to not allow pleasure to oneself or others and to be overly disciplined or self-regulated.

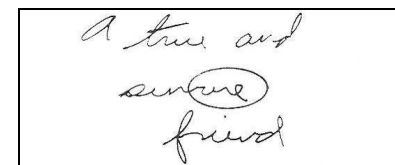


This is the handwriting of a man who was in a suicide pact with his followers in

Jamestown. They drank from a bucket of cyanide-laced Kool-Aid and died. Note the isolation in his writing – widely spaced letters and words.



This person raped and strangled a 13-year-old girl. Look at the omission of letters in the writing. He is careless and rushed. Missing letters also point towards dishonesty.



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Satellite sales excellence seminar

Lessons in leadership will be broadcasted during the Sales Excellence 2007 seminar, via live satellite from the US at NuMetro Theatres on 24 May.

The theme will be 'the engine of your business' and will show from 8am to 12.15pm.

The seminar is designed for sales leaders, sales professionals, marketing leaders, human resources (HR) training support, HR professionals, engineers,

accountants, lawyers and entrepreneurs who want to improve their self-branding and sales skills.

Renowned presenters such as Tony Robbins, Brian Tracy, Steve Lundin and Michael Port will speak about strategies that create extraordinary results.

- Bookings for the seminar can be made at Computicket, or call

☎ 012 259 0512 to arrange a satellite
downlink for 20 or more team members.

Absa reviews small business fees

Absa is restructuring some of its products, prices and services, which is good news for small businesses.

A monthly administration fee for business telephone banking will not be charged.

Absa will however retain a maximum fee of R30 (previously R22) on counter cash withdrawals. Branch cash deposit

fees will not increase and Absa will not charge a cheque encashment fee on cheques of small business customers.

Absa also produced an educative brochure, which details ways in which customers can save on bank fees. The Pricing Review 2007 brochure is available in all the branches from the end of April and on www.absa.co.za.

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Gauteng Business has a strict no-advertorial policy in all other sections of the newspaper.

For more information about our policy, contact Ryk van Niekerk, the editor of *Gauteng Business*, at ryk@gautengbusiness.co.za.