

It Happens Little By Little

The “nudge theory”¹ (“nudge factor”, “nudge concept” or “nudging”²) is a description of the way people are influenced to change the way they think, speak or act. The “nudge” idea became a popular expression following the release in 2008 of the book ‘Nudge: Improving Decisions About Health, Wealth, and Happiness’, by behavioural economist Richard Thaler and legal scholar Cass Sunstein. There was not a new discovery, but an uncovering of an activity already used by many to change the thinking of the populace.

‘Nudging’ is another term for the ‘Drip-Drip Model’³ which is used by communists and is a Marxist technique to change the dominant ideology in a country to theirs.

“The term “Drip Drip Effect” is based on the concept that the dominant ideology is spread not all at once, but over time. People’s thoughts and ideas are changed gradually in the form of brainwashing. The impact of which is that after a long period of time society view the dominant ideology as common sense (cultural hegemony).”⁴

Businesses use ‘nudging’ positively to improve workplace productivity. As one business training organisation has stated its benefits on their website:

“Nudge theory is a flexible and modern concept for:

- *Understanding how people think, make decisions, and behave,*
- *Helping people improve their thinking and decisions,*
- *Managing change of all sorts, and*
- *Identifying and modifying existing unhelpful influences on people.”⁵*

What has this to do with the Kingdom?

“Nudge factor” is a description of the way people change themselves or are manipulated to change from sources outside of themselves. It’s a propensity within us, that we all need to be aware of, so we’re not subconsciously or unconsciously changed in what we think and believe.

I’ll digress and look at ‘nudging’ itself, so it’s clear what I’m giving instruction on here.

‘Nudging’ produces incremental changes that may be imperceptible in the short-term, but which make major shifts or transformations in the longer term. The process is like using a push broom (such as a hair broom or yard broom)⁶ which moves debris and rubbish in small steps, while moving them over a significant distance to be part of a pile to pick up. Because the broom user is watching the broom and determining what it’s doing, the analogy breaks down there. However, it’s the many small moves that end up making big shifts that’s the point I want to make.



The most important factor in this concept is that it occurs in society outside of legislative enforcement and educational change. Legislative enforcement is changing the behaviour and beliefs of the citizenry by bringing in laws designed to make change, which the law enforcement departments then work to bring compliance. An example of that was the COVID laws that were introduced in 2020, by the federal and all state governments.

Educational change happens through indoctrination. It happens to students in schools and universities, and we’re all aware of that. That’s the issue with left-wing, environmental, climate change, PC and

1 – en.wikipedia.org/wiki/Nudge_theory

2 – behavioralpolicy.org/what-is-nudging

3 – studysociology.com/2020/06/02/drip-drip-model-media

4 – studysociology.com/2020/06/02/drip-drip-model-media

5 – “What is Nudge Theory?” www.businessballs.com/improving-workplace-performance/nudge-theory

6 – Terms more familiar to Australians

LGBTi ideologies which ‘captive’ students are educated in during class time. The purpose (as the indoctrinators confess), is to change the next generation so they’re all compliant. It’s not just schools who do this, the communist countries use this technique on dissidents in their prisons. The process is also rife in Australia with TV and media campaigns. For Example: Anti-smoking, COVID protocols, Net Zero, environmentalism, anti fossil fuels, etc.

Advertisers use ‘nudging’ all the time. Constant bombardment of advertisements slowly changes the viewer’s minds so they decide to sample the product. They hear it so many times, that although it was initially of no interest, it becomes something they buy or subscribe to, and they don’t know logically why they’ve changed their mind.

‘Nudging’ doesn’t work all the time, as research has discovered.⁷ However, the perpetrators of nudge changing processes in society will alter the indoctrination program so that it becomes more effective, and the ‘nudging’ continues until there is a significant change in culture.

So, back to ‘nudging’ and living in the Kingdom.

A number of recent instances have pointed out to me the need to highlight the dangers of this human behavioural weakness that can be easily exploited. We are all susceptible to it, so we need to be very aware.

As examples, we unwittingly succumb to ‘nudging’ in the following samples:

- Dropping our moral/ethical standards through the constant pressure of others.
- A wife taking headship from her husband over the long-term, bit by bit.
- Becoming over-reliant on the government by little increases in dependence.
- Listening to constant government advertisements about chronic diseases,⁸ such as being over-weight, eating healthily, etc.

These all occur (as do others) in little stages, where agreement slowly changes, or defences are slowly lowered. It’s like the parody of the frog in the pot of cold water that’s being heated on the stove – it initially feels OK, but very slow changes bring danger.

Probably the most important instance where ‘nudging’ is vital knowledge for us is in the area of having no written Law to follow in the Kingdom. Many say that this leads to lawlessness. I’ve taught about not having to follow laws, rules and commandments for quite some time. I recently produced a teaching article on the topic, with the title, ‘No 10 Commandments or Laws to Follow in the Kingdom’⁹. This article followed the confirming message from our King which I titled, ‘The Reality of the New Covenant’¹⁰.

In the Kingdom, our standard is not legalism, it’s righteous behaviour. By righteous, we’re to try to operate in ways that the King approves (what’s right in his eyes). The only way this can happen effectively is if we get to really know him through intimacy and from the spiritual communication we receive from him. We are also expected to operate out of Father’s heart of love, and the remainder of our decisions should be based on what aligns with him.

Paul clearly points out that our guide is righteousness:

Romans 6:19 (MIRROR) – *I want to say it as plainly as possible: you willingly offered your faculties to obey sin, you stained your body with unclean acts and allowed lawlessness to gain supremacy in all*

7 – “Does ‘nudge theory’ work after all?” www.bbc.com/future/article/20220804-does-nudge-theory-work-after-all

8 – Imperial College London article: www.imperial.ac.uk/nudgeomics/about/what-is-nudge-theory

9 – “No 10 Commandments or Laws to Follow in the Kingdom”

canberraforerunners.org/wp-content/uploads/No-10-Commandments-or-Laws-to-Follow-in-the-Kingdom.pdf

10 – MESSAGE: “The Reality of the New Covenant” (22-2-2023)

canberraforerunners.org/wp-content/uploads/MESSAGE-The-Reality-of-the-New-Covenant-22-2-2023.pdf

*of your conduct; in exactly the same way, I now encourage you to present your faculties and person to the supremacy of righteousness to find unrestricted expression in your lifestyle.*¹¹

NOTE: It's important to remember, that 'lawlessness' is not going against a law, but 'doing your own thing', rather than what our King wants.¹²

We can unknowingly practice lawlessness when we capitulate, little step by little step, from a Kingdom stance that our King has deposited in us.¹³ He never makes it a rule or a law for us, he just says it's not good for us.

As an example, Father told me the following:

- Stop performing
- Stop striving
- No regrets
- No disappointments
- No fear
- No taking offence
- (*along with numerous others*)

These were not stringent commands, but just 'parental' instructions. They included education in what happens when I continue to do them because they all have negative impacts on my life. Most of that education just came after his instructions, as he wanted me to comply out of faith, rather than head knowledge. Some came from "I told you so" moments when he pointed out the consequences that manifested because I'd not done as he asked. There has never been any punishment for me, from him, nor any chastisement. He's always continued to teach me because I've asked him to do that and submitted to the processes involved.

Detrimentially, 'nudging' can slowly cause us to change our righteous stances, once we've accepted righteousness as his standard, rather than the Law. In this case we need to be vigilant as it happens mostly when we 'give in' to something through small compromises. Over time, our righteousness in an area can become unrighteous, because it's out of alignment with the King's mind and/or his desire for us.

Here's an example of where that has happened in a major way, and where Christian leaders can't see that it's wrong (i.e. unrighteous).

- Australian Charities and Not-for-profits Commission (ACNC), our charity 'watchdog', is investigating a Sydney global mega church, because of allegations the organisation has engaged in fraud, large-scale money laundering and tax evasion.¹⁴ MP Andrew Wilkie submitted a report to federal parliament on the allegations. The pastors have been accused by whistle-blowers of using church funds to spend extravagantly, receiving additional extravagant gifts from the church, and conducting a lucrative "Celebrity Preacher's Scam". Many overseas church leaders and ministries are involved in this.

NOTE: This problem has occurred with many mega churches and TV 'ministries', all of which will remain nameless in my article. You can find out who they are, by reading the Internet articles.

About the scam:

11 – Scripture taken from THE MIRROR. Copyright © 2012. Used by permission of The Author. Mirror Bible www.mirrorword.net

12 – "Lawlessness: Simply doing your own thing"
canberraforerunners.org/wp-content/uploads/2013/03/lawlessness-simply-doing-your-own-thing.pdf

13 – "We Can Unknowingly Practice Lawlessness"
canberraforerunners.org/wp-content/uploads/2020/09/We-Can-Unknowingly-Practice-Lawlessness.pdf

14 – The Roys Report "Charity Watchdog Investigating Hillsong After Bombshell Allegations of Fraud & Lavish Spending" (14-3-2023)
julieroys.com/charity-watchdog-investigating-hillsong-bombshell-allegations-fraud-lavish-spending

“The document also states that several “mega-wealthy celebrity pastors from overseas are taking advantage of Australian tax-exemptions by establishing Christian religious ‘ministries’ in Australia.” These ministries then “feed income back to their overseas entities”.”¹⁵

“The problem with this arrangement is that it is the church money which pays for the honorarium, flights, accommodation, etc, yet the pastor receives the honorarium into their personal pocket. This scam means that Australian tax-exempt church income is being used to make celebrity pastors personally wealthy.”¹⁶

How did this happen?

How did church leaders get to the point where their lavish lifestyle became a total contradiction to the Gospel of the Kingdom, where you live on what you need and give the remainder to those brothers and sisters who don't have enough?

Answer: ‘Nudging’. Little by little they compromised and accepted a slightly watered-down standard. That’s how they got to where they are today.



Changes for the worse can easily happen, little by little. We can end up being unrighteous in any area of our lives and in the way we operate, because we’ve compromised in tiny steps over time. We must watch over ourselves vigilantly, and that requires constant self-assessment.¹⁷

The reason the church system sticks to the Law, the 10 Commandments and NT rules is because they want to prevent their followers (adherents) from sinning and going to Hell. None of that has a place in the Kingdom, including Hell¹⁸.

In the New Covenant Kingdom we are already righteous through the work of the cross and we’re “saved”, through the cross and the resurrection, to live life guiltless from now on. Our responsibility is not legalism or religion, but to live as righteously as we can out of our love and respect for our Creator. That requires us to keep a check on everything we think, do and say, so we keep in line with him. Our failures are covered by “the Blood”, so we keep changing our ways to his ways (i.e. repenting), which aids in our maturity as sons.

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(Readers will need to look up for themselves any scriptures alluded to in this document)

15 – The Roys Report “Charity Watchdog Investigating Hillsong After Bombshell Allegations of Fraud & Lavish Spending” (14-3-2023)
julieroys.com/charity-watchdog-investigating-hillsong-bombshell-allegations-fraud-lavish-spending

16 – <https://t.me/patton6966/2604>

17 – “Evaluate Every Situation to Check that Your Choices are Right”

canberraforerunners.org/wp-content/uploads/2021/01/Evaluate-Every-Situation-to-Check-that-Your-Choices-are-Right.pdf

“A Check-up to See How much You Are in the World System”

canberraforerunners.org/wp-content/uploads/2020/03/A-Check-up-to-See-How-much-You-Are-in-the-World-System.pdf

“Self-Assessment is One of the First Principles Of Sonship”

canberraforerunners.org/wp-content/uploads/2021/09/Self-Assessment-is-One-of-the-First-Principles-Of-Sonship.pdf

“Assess Yourself When You Speak”

canberraforerunners.org/wp-content/uploads/2020/12/Assess-Yourself-When-You-Speak.pdf

18 – SEE: “Is there a Hell” series canberraforerunners.org/?page_id=6853#hell