

#1

<https://twitter.com/OstinatoRigore4/status/2014763543183196476>



Leonard Clinton Williams III

@OstinatoRigore4

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This is not related to my matter, not directly, but if you want an example of some of these linguistic techniques I've referenced, the CEO of bud light is using some pretty sophisticated ones in this interview. These seem to be custom made for his situation, in which his company is at the center of a controversy.

Every CEO of a major corporation will use these types of linguistic techniques. In the business world, these are often called influence skills or persuasion skills. There is the standard fare, that nearly every one of them will have been trained in extensively, and then there is the custom built stuff that will be engineered by PR firms. What he's doing here seems to be mostly or entirely the latter.

If you pay attention to high level executives like this speak, you will see it, very often, how their way of speaking isn't natural. It passes as natural until you pay really close attention.

Another group of people who really use this type of thing is televangelists, especially the money grab "send me a \$1,000 seed" variety. If they're asking you to send them money for absolutely nothing, chances are extremely high that they are masters of this stuff.

I find it to be an interesting exercise to unpack what

these people are doing. Pay really close attention to how they speak and try to figure out the subtle effects that their way of speaking creates. With the ceo of bud light here, I get the point of what he's doing and how it works, but I can't unpack it completely in real time. I'd have to do an in depth analysis and really study it to map out his techniques enough to be able to recreate my own examples of them.

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#2

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Leonard Clinton Williams III

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^ he's using some super souped up stuff. You've got to consider the context, that his company has been pulled into an extremely divisive political issue and that it has cost his company massively.

If he screws this interview up, it could do untold billions of dollars worth of damage. He's got to thread the needle and somehow not piss off either side of this incredibly heated debate and incredibly heated controversy surrounding his company.

It is a science, and perhaps a tiny bit of an art, what he's doing. It is like an invisible feat, to not run his company right into the ground by provoking an even worse controversy. He does a minutes long interview here, and he probably did 100+ hours of preparation for it, due to what was on the line. He gives such a smooth performance that no one in the outside world realizes that it was a performance, which is a signature of these high tech, highly engineered communication techniques.

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1:47 PM · Jan 23, 2026



#3

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Leonard Clinton Williams III

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^I'll get off this detour after this, but to give one example, in the below snippet he says:

“bud light has supported lgbtq since 1998”

then after some words he follows with:

“we'll continue to support the communities and organizations that we've supported for decades”

Notice, in the first quoted snippet, how he doesn't say “we've supported the lgbtq community;” he instead says “supported lgbtq.” “LGBTQ” and “community” never appear together as two bound words. They are separated by a good amount of distance, with the distance comprised of intermediate words.

He doesn't say “we're going to continue to support the LGBTQ community.” There is a reason for this. That snippet will activate tribal us vs them psychology in the minds of the people who are pissed about the Mulvaney ad, and it will be a death blow that costs this company that many more billions.

On the other hand, he can't abandon the lgbtq community, because that's going to piss them off, which will also be a death blow to the company. It will be a billions of dollars hit, and this may partially come

from punitive measures taken by investment firms over ESG.

The solution to this dilemma is the fragmented speaking style that he uses. He *will not* trigger us vs them tribal psychology, with that speaking style, *and* the LGBTQ community + its allies will decode this fragmented style “we have supported LGBTQ” and “... we’re going to continue to support the communities we’ve supported” as being an explicit statement of support for them.

This is what I mean by thread the needle. The controversy he is in has him walking on a tightrope with atom bomb-like landmines on both sides. He has to finesse it without it being conspicuous that he’s finessing it.

This is why PR firms make so much money and why it’s worth it to an ambitious practitioner to learn everything under the sun, and to leave no stone unturned, anywhere, when looking for the next idea that will up their game. The people who cooked up the way to finesse this interview have saved this company from a potential many billions of dollars hit. This ups what they can charge, and it ups the compensation that an absolute wizard of the science of human influence can make working in this field.

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Transcript



you know we uh Bud Light has supported

3:02 lgbtq since 1998. so that's 25 years and as we've said from the beginning we'll continue to support the communities and

3:09 organizations that we've