

insight

INFUSED WITH WISDOM OF THE LUBAVITCHER REBBE

“When you strip away all the layers and reach the bare bones of the essence, you are then able to apply the most sublime concept to practical life.”

—THE REBBE

This course studies the Rebbe’s philosophy, showcases the Rebbe’s insights into life, and explores the Rebbe’s profound, resonant messages to our generation.

Most importantly, *Insight* clarifies how the Rebbe’s inimitable leadership style—as well as his many campaigns and initiatives—were all corollaries of the Rebbe’s unique Torah-based view of everything. The Rebbe didn’t merely have different (or even better) answers to the many personal and global issues of today—the Rebbe actually saw the issues differently than the rest of us do. He saw the core of everything - the very essence itself - and infused each encounter and circumstance in life with his distinctive wisdom. *Insight* allows us a clear window into the teachings of the Rebbe, enabling us to learn how to start seeing everything from a different perspective—a perspective that is truly liberating and life-changing. This seven-lesson series is an opportunity to discover how we too can experience every moment as a life steeped in goodness and kindness.



LESSON 1

Changing of the Garden

A WORLD ABLOOM IN GOODNESS. One of the Rebbe's outstanding qualities was his indefatigable optimism. He insisted on seeing the good in everything—in every event and in all phenomena. Was this optimism anchored in reality? The Rebbe taught that there is no divide between G-d and the material world, between goodness and each aspect of our lives. The entire universe and all that transpires are expressions of G-d's beautiful "garden." The reality, then, is that below the surface of all that is lies a wellspring of goodness, holiness, and heightened potential. It is our job to dig beneath the surface and uncover that goodness. *The Rebbe's different view of the world.*



LESSON 2

Brewed to Perfection

YOUR UNCONDITIONAL POTENTIAL. Much has been written about the Rebbe's unconditional love and acceptance of all people. The Rebbe defined a person not by his or her manifest failures and weaknesses, but by the soul's absolute perfection and unlimited potential. The challenge is to reveal this perfection, but even when this has yet to happen, the internal core of perfection in every human being is what defines us. *The Rebbe's different view of the human being.*

LESSON 3

At The Bottom of the Pot

WHEN FAILURE INFUSES FRUITION. As established in the previous lessons, the Rebbe had a knack for seeing the positive in all events, phenomena, people, etc. But what about life-choices that are objectively bad, immoral, and contrary to the Torah's teachings—is there any good in those? One of the pillars of the Rebbe's philosophy is that not only is there the possibility of using past regretful choices as a springboard to greater places, but that doing so is their purpose and where they inevitably must lead. This understanding reframes our view of past errors and empowers us to thrive—not despite, but—because of them. *The Rebbe's different view of failure.*

LESSON 4

An Eternal Blueprint

BLENDING CELESTIAL SPIRIT AND MUNDANE MATTERS. The secret of Jewish survival is the Torah, which century after century has been studied and taught with commitment and love. But of what value is the Torah in our everyday lives? Based on the assertion of the Zohar that the Torah is the blueprint of the world, the Rebbe constantly emphasized that no element of creation can possibly be in conflict with Torah. The Torah is not only a guide to living a holy, spiritual life, but also a guide to how to properly utilize and interact with the world in optimal fashion. This premise has many ramifications, including that observing the Torah's instructions is the best way to assure oneself a good life—in a material sense too. *The Rebbe's different view of the Torah.*

LESSON 5

The Dawning of an Era

THE ESSENCE OF THE FEMININE ROLE. Men and women are different in so many ways—physically, emotionally, and even in the way their brains operate. All these are due to the different roles that men and women serve in bringing all of Creation to its desired destination—the Redemption. Nevertheless, the Rebbe taught that the Redemption is primarily a feminine era, and therefore Jewish women play the lead role in bringing all of creation to that awaited time. This lesson explores the feminine mystique in an attempt to discover why this is so. *The Rebbe's different view of women and the feminine role.*

LESSON 6

Destiny Distilled

OPEN YOUR EYES TO AN AUGMENTED REALITY. The Rebbe continuously emphasized the historic and unique role of our generation. Pointing to the revolutionary changes that have taken place in technology, politics, the human spirit, etc., the Rebbe observed that the overall goal of creation is finally within reach and that the world is finally ready for redemption. How might we take advantage of this unprecedented time in history and energize ourselves for the sprint to the finish line?

The Rebbe's different view of contemporary events and trends.

LESSON 7

Served Strong

BE A LEADER. CREATE LEADERS. What is ideal Jewish leadership? What makes an effective leader? What makes a Rebbe? In 1950, the Rebbe assumed leadership of a decimated, weary, small Chasidic movement. Over the following decades, he grew the movement into an international powerhouse, the largest and fastest-growing force in modern Jewry. Despite the Rebbe's physical absence, he continues to inspire the growth of the movement. This lesson examines the Rebbe's leadership model and uncovers the Rebbe's secret: the Rebbe never set out to create followers at all, but to create leaders. This lesson examines how to apply this leadership paradigm to all areas of leadership. *The Rebbe's different view of leadership.*

