

HOW COLLECTIVISTS USE THE DIAMOND TACTIC TO SWAY PUBLIC MEETINGS AND HOW TO THWART THEM

by G. Edward Griffin

In the 1960s, I came across a small training manual distributed by the Communist Party that showed how a small group of people – as few as four – could dominate a much larger group and sway the outcome of any action taken by that group. It was called the Diamond Technique. The principle is based on the fact that people in groups tend to be effected by mass psychology. They derive comfort and security from being aligned with the majority, especially if controversy or conflict is involved. Even if they do not like what the majority is doing, if they believe they are in the minority, they tend to remain silent and resigned to the fact that the majority should rule. This being the case, the Diamond Techniques is designed to convince the group that as few as four people represent the majority. Here is the strategy:

1. Plan ahead of time what action you want the group to take: nominate or oppose a candidate, support or oppose an issue, heckle a speaker, or whatever. Everyone on your team must know exactly what they are going to do, including contingency plans.
2. Team members should arrive at the meeting separately and never congregate together.
3. Team players should arrive early enough to take seats around the outside of the assembly area, roughly in the shape of a diamond. They must not sit together.
4. The object of the tactic is place your people around the perimeter of the audience so that, when they begin to take action, those in the center will have to do a lot of head turning to see them – to the right, then the left, then the rear of the room, then the front, etc. The more they turn their heads, the greater the illusion of being surrounded by people in agreement with each other, and the more they will be convinced that these people represent the majority opinion.

I have seen this tactic used by collectivists at numerous public meetings over the years, and I have participated in it myself on several occasions when confronting collectivists in their own tightly held organizations. It works.

The only way to thwart the Diamond Tactic is to always be prepared to match it with your own team. Never take a meeting for granted, especially if something important is scheduled to transpire, such as nomination of officers. Even a simple gathering to hear an important speaker can turn into a nightmare if opponents send in hecklers. So, always plan for the worst and be prepared to spring into action with comments from the floor such as: “I want to make it clear that these people do not speak for me. I am in total opposition to what they stand for. In fact, I would like to ask them to identify themselves. Who are you? Why did you come to this meeting? What is your agenda?” If comments such as this are heard from three or four people around the outside of the room, the meeting will be very exciting, but the tactic will be defused.