## The Feel Tank

Mayra Porrata



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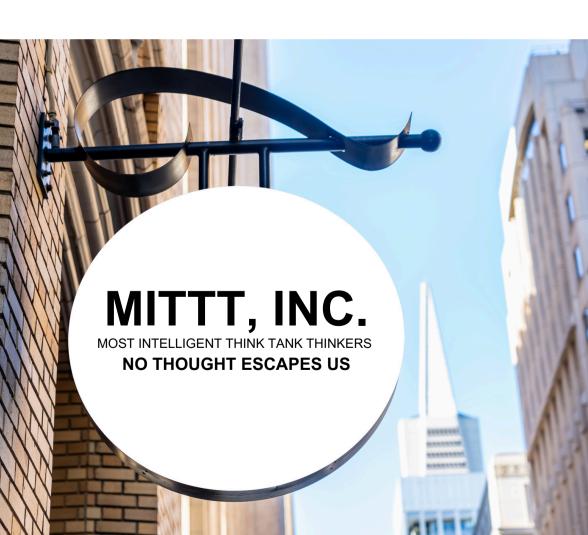
Emotions are an advanced intelligence.

One day, a soulful group of think tank thinkers were discussing the latest findings for a report—but something felt strange, it didn't add up.



The thinkers worked for one of the most intelligent think tanks in the land MITTT, INC. but even they had started to wonder — actually ponder things they had never thought about.

This day was different. This day, one of the newest and brightest team members asked a strange question out loud.





"No, no, that's a waste of time—no one cares how anyone feels!"--- The client isn't concerned with people's feelings, only their opinion-- this isn't kindergarten."



"I don't think most people know what we do—and how what we do is intended to change things that affect their everyday lives."





"Dude, who cares. We don't get paid to feel, we get paid to think!"

Another team member added:

"Emotions aren't real—
they're far from empirical—
anyone who talks about
emotional intelligence is an
idiot if you ask me."

"How do you feel about idiots?" a timid voice asked from the back of the room.

Everyone stopped.

"I don't feel anything about them—they're irrelevant to me"



No think tank meeting had ever gotten so out of hand, all on account of a feeling no one apparently had.

One team member threatened to quit.
One walked out of the room.
One laughed uncontrollably.
One started shouting insults.
One tried to get everyone to focus.

One tried to get everyone to calm down.



"Feelings aren't real -- feelings don't matter in business.....but now I'm guessing that maybe we didn't think this through."



"I have a question for us to consider: Isn't data we collect -- the best practices stuff, subject to bias anyway?

Then why is asking someone how they feel about an issue be any different?

Chances are no one has
ever bothered to ask
citizens how they feel- only what they
think-- and thoughts
are the most unreliable
form of information."





Someone else chimed in:

"Yeah, it's literally another data point. If you ask me, at least emotions are fresher data— and may even be more accurate, if we know what or how to ask."

Then someone finally said what they were all thinking.

"As of now, people don't have a voice in what corporations or governments do to communities or to them --- that's a fact."

A heavy feeling came over the room. Everyone looked unjoyful. No one looked glad.

Admittedly no one had an answer.

No one really knew what to do.

But one thing was certain, no one wanted to talk about why they felt sad.

They just wanted to think and finish a report which was now overdue.



The next day, the lead team member said:

"I thought a great deal about what I said yesterday-- in fact, I felt downright sad.

I didn't realize I was so angry and mad. I was wrong and want to apologize."



Everyone just sat there, stunnedthey instantly knew and understood.

They knew that feelings matter and ignoring them would undermine their recommendations.

No matter how many fancy references, without real qualitative data and the wisdom of the community, the report would be incomplete.



And that was the day the
Feel Tank was born.
The team brainstormed a name
and a logo right away.

They felt joyful, energized—their creativity returned.

From that day forward, they vowed to leverage community wisdom and emotional intelligence in all their important work.

And eventually, all think tanks, corporations, and governments in the land did the same.



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