

The Power of **Pinocchio**

Happiness,
Meaning of Life,
Positive Thinking

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Foreword

Once upon a time ...

“So this is a fairy tale,” you might think.

In a way, you would be right: this is about *The Adventures of Pinocchio* by Carlo Collodi, a story that feels like a fairy tale.

But in another way, you would be wrong: I will not tell you a fairy tale about Pinocchio. I will tell you the truth, as I’ve come to read and understand it.

So let us begin again.

Once upon a time, there was a little boy made of wood. His nose had a curious life of its own. He longed to become human, and in the end, he did. His story was told to children all over the world.

One day, however, it became clear that this story was never meant for children alone. The boy’s nose grew for a surprising reason, as we shall soon discover. Collodi’s tale holds secrets that concern us all.

Nearly 150 years have passed since Pinocchio’s adventures were first published, yet the deeper meanings of this timeless tale remain hidden in the shadows.

To bring them to light, we embark on a journey into our cultural heritage: the Bible, Egyptian and Greek mythology,

and the wisdom of the East. All of this lies quietly concealed within *Pinocchio*.

Along the way, we will meet stories that belong to the Pinocchio universe. How can Prometheus escape the punishment of the gods for stealing fire? Jesus has an idea. What remained in Pandora's box and troubles our lives to this day? And what exactly happened in Paradise, at that moment that changed everything?

These and many other stories beyond time and space invite reflection. They open unexpected perspectives on who we are, where we come from, and where we may be going.

For years, I read *Pinocchio* again and again, following every possible source, turning every detail upside down. In doing so, I came to know a quiet, transformative power, one that is accessible to us all. It carried me through a difficult time and led me to a realization that could hardly be more profound: every lasting change begins within us. That understanding brings responsibility, but also freedom and happiness.

And so, while this book is about Pinocchio's secrets and other thought-provoking stories, at its heart it is also a mirror. Perhaps, if you are on your own journey, you may find that this mirror has been quietly waiting for you.

What will you see?

Part One

How could a wooden boy become human?

You might know a thought often attributed to Albert Einstein: "No problem can be solved from the same level of consciousness at which it was created." That's exactly how Pinocchio's world works, as this book will reveal step by step.

In Pinocchio's world, consciousness is not an abstract idea but a creative force. It shapes how he perceives his surroundings, which form his body takes, and even what unfolds around him. This is a universe where reality itself is woven from consciousness and free will.

Now let's consider Pinocchio's nose. Throughout the story, it grows only twice when he lies. Just as often, it grows when he hasn't lied at all. And there are several moments when he lies, yet nothing happens.

Should that not make us pause?

As we shall see in more detail in Part Three, Pinocchio's nose doesn't grow because of lies. It grows when he's caught in an unconscious pattern, running entirely on autopilot.

But let us turn to the place where it all begins ...

1. Born an Egoist



Pinocchio's story begins in the workshop of Master Cherry, a carpenter. At this point, Pinocchio is just "an ordinary piece of wood." We know almost nothing about him: What kind of tree did he come from? What happened to that tree? How did this piece of wood end up in Master Cherry's shop?

We can imagine Master Cherry as a no-nonsense woodworker, perhaps with a drinking problem. After all, his nickname comes from the color of his nose: always "shiny and cherry red."

Master Cherry is searching for wood to make a table leg. When he finds this particular piece, he's pleased; it seems just perfect for the job. He raises his tools to start working on it. But again and again, he hears noises no piece of wood should be making: "Don't hit me so hard!", "Ow! That hurt!", "Stop

that! You're tickling me!"

The carpenter, unsettled, searches his surroundings for the voice, even checking a "cupboard that's always locked." Just as he sits on the floor of his workshop, utterly confused, Geppetto enters the scene. The woodcarver is looking for material to carve into a puppet. Master Cherry is more than happy to give away the spooky piece of wood. But first, the two friends get into a fight, not once but twice. The "ordinary piece of wood" has stirred them up against each other and seems to be enjoying the chaos.

Hardly carved, Pinocchio whirls out into the world, testing Geppetto's patience at every turn. The wooden puppet cares only for his own pleasure, following every possible impulse. It may be for that reason that Collodi repeatedly draws on the animal world to describe Pinocchio's actions: He "hopped like a rabbit," "leapt like a goat," and "bounded into the next village with a hundred jumps, tongue out and panting like a hunting dog," only to return "soaked like a chick."

But his behavior has consequences. When Geppetto tries to discipline the reckless puppet, he ends up spending a night in jail. A talking cricket fares even worse. When it points out Pinocchio's misbehavior, he lashes out in anger and strikes it down with a wooden mallet.

As the day draws to a close, a winter storm rages outside.

Exhausted, Pinocchio falls asleep in Geppetto's room. But the tragedy is not over: Pinocchio does not notice how his feet slowly burn away in the fire ...



Is this really the cherished little puppet we know so well?

Pinocchio let himself be carved into a puppet by Geppetto, yet shows no trace of gratitude. On the contrary, we encounter a Pinocchio who is impulsive and wildly inconsiderate. He even kills the cricket in a moment of rage, without the slightest sign of remorse.

Let us try to understand Pinocchio's behavior better. He has had a body for only a few hours. For the first time, he can move and explore the world. Collodi has endowed him with emotions that closely mirror our own: Pinocchio can feel joy, hunger, fear, despair, sadness, anger, or stomp his feet in frustration.

But has his consciousness kept pace with these physical changes? He has had no social contact so far. How could he possibly be ready for that? On the day of his "birth," is he even capable of seeing beyond his own needs?

I believe Pinocchio's mind still needs time to build the internal wiring required for social interaction. He has to gather

experiences, as many as he can, in order to grow. Even the cricket's final words point to this: the freshly carved puppet now needs to work on its mind:

"Poor Pinocchio! I really feel sorry for you."

"Why do you feel sorry for me?"

"Because you're a puppet – and worse than that,
you've got a wooden head."

To me, these lines capture the core theme of the story. The "ordinary piece of wood" has been carved into a puppet, but that is only the beginning of the journey. Pinocchio must now lose his wooden head.



Doesn't Pinocchio's first day of life resemble our own?

When we're born, we also begin a journey. We too must gather experiences throughout our entire lives. It's the only way we begin to understand the world and ourselves.

When a small child sees a cricket for the first time, the child might excitedly point at the little insect and shout "Fly!" The parents might then explain that it's actually a cricket, and how crickets are different from flies. In that moment, the child

has a new experience and can learn from it.

Our ability to learn from experience is almost limitless. The human brain has around 100 billion neurons, each connected to about 5,000 others. The sheer number of different states our brain can enter is beyond imagination. Up until old age, our brain can keep building and rewiring the circuits we need to perceive, think, and interact with the world.

Pinocchio too can grow beyond his wooden head. He can now gather experiences and, thanks to his free will, he can learn from them. Just how quickly he does so will become clear in the next chapter.