

BRAVE  
BOLD   
BRILLIANT®

FACE THE  
FEAR AND DO  
IT ANYWAY  
COPING  
TACTICS



# THE NEGATIVE IMPACTS OF FEAR

There are many reasons why it's important that we don't always react to fear in the way that our gut instinct is telling us to of fight or flea. Fear can often hold you back in life, in business and in your career.

The impact of this can therefore mean:

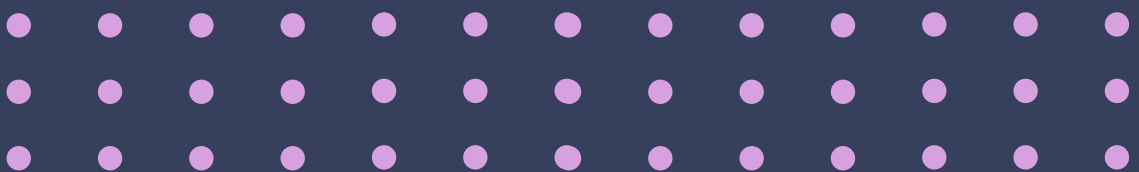
- we never get going with something. The fear kicks in so early that we don't even start
- if we start something we fall at the first hurdle, fear kicks in and then we stop and flea
- we might therefore never follow our dreams because of fear
- can lead to regret
- we don't grow as people
- we don't fulfil our true potential
- it can affect those people around you, in your team and personal life
- it can undermine your credibility at a leader
- it can be infectious and permeates the culture of an organisation

Often people are afraid of failure, judgement from others, losing face, making a fool of ourselves, losing money. In some cases weirdly we might be afraid of success.

Quote from Marianne Williamson – American spiritual activist, author, lecturer and founder of the Peace Alliance ‘Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us.’

I firmly believe that there is greatness within each and every one of us and it would be a crime not to fulfil your true potential, to live the life you want to live, be the person you want to become and come to the end of your years with no regrets. The reality is that so many people let fear stop them from living their dreams, and never fulfil their true potential – don't let that be you.

One of my favourite quotes ever is from Arnie Schwarzenegger who says ‘ You can't always win, but don't be afraid to fail’.



# TIPS FOR FACING THE FEAR AND DOING IT ANYWAY

So how can you face your fears and take action anyway. Here's my 5 stage process to helping you overcome your fear and take action:

## 1. **RECOGNISE THE FEAR AND STOP**

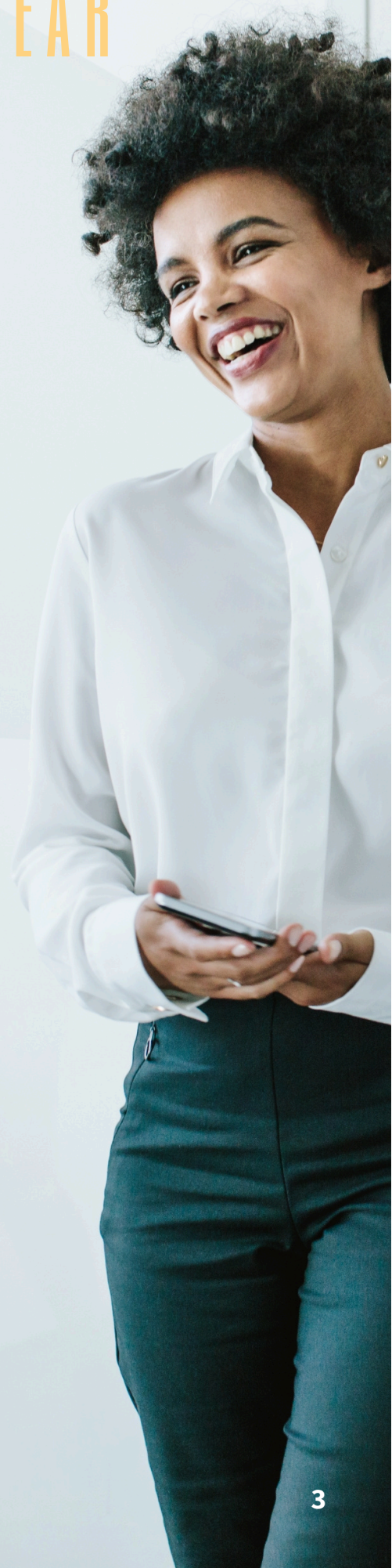
When you feel panic or fear setting in the first step is to recognise it and stop doing what you are about to do. Take some time to catch your breath and take a moment to calm down

## 2. **PUSH NEGATIVE FEELINGS AND WORRIES ABOUT WHAT YOU WILL LOSE TO ONE SIDE**

The natural reaction at this point is usually to be focusing on what you are going to lose and the negative impact of taking action - loss of face, embarrassment, losing money, wasting time etc. Push those negative thoughts to one side.

## 3. **REFRAME TO FOCUS ON WHAT YOU HAVE TO GAIN**

Now instead of focusing on the negatives, let's reframe the situation and instead focus on all the great things you have to gain – new business, new relationship, fulfil your potential, learn a new skill, create wealth for you and your family, freedom, flexibility



#### 4. TAKE THE FIRST STEP

Just do it, take a deep breath and take the first step. Any journey starts with a first step so whatever it is that you want to do but are fearful of, just make a start.

#### 5. KEEP GOING

Take the next step. By breaking it down into manageable chunks it all seems less daunting and before you know it momentum will have kicked in and you will have overcome the fear

None of us want a lifetime of regrets, so come on you can do this. The great thing is that normally when we worry about all the things that could go wrong and let the fear stop us in our tracks, 9 times out of 10 those fears never materialise in reality anyway.

I'm a massive believer in just giving it a go. So often in my life I've been absolutely petrified of doing something but every time that I've pushed myself out of my comfort zone I have never regretted it afterwards.

I also think that it's helpful to reframe the context of failure – so often we are conditioned to believe that failure is bad and success is good. This is certainly often the case in business and I also think that translates into life as well. Much healthier and constructive to see failure not as failure but as learning instead. Even if you don't succeed at something straight away, it doesn't matter, because you will have learnt something along the way.

Most of the successful people you can think of, have all had massive failures along the way, because that's how you achieve success. Remember no is one step closer to yes! If you can reframe this in your mind then you will be less afraid of failure and be more open to giving it a go.

'Better to have loved and lost than never to have loved at all'. I would much rather have tried at something than never to have tried at all and always be wondering 'what if'.

Remember Be Brave, Bold & Brilliant.

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