

## The Great Ones Online Volume V

### Face Your Fears

The Webster's Dictionary defines fear as:

“1. a feeling of anxiety and agitation caused by the presence or nearness of danger, evil, pain, etc.; timidity; dread; terror; fright' apprehension.

2. a feeling of uneasiness; disquiet; anxiety; concern.”

None of the above definitions sounds like any fun at all. If anything, they sound like qualities that slow us down, paralyze us, hinder us, make us nervous or unfocused or worse.

And yet, we all have fears—some big, some small, every one of them a hindrance to our success. So what can we do?

In *The Code*, it states the following:

“Fear—a natural state once needed for survival and protection from danger—also paralyzes and demoralizes. And, while it does not erase fear, courage enables us to confront it and move forward. Once in action, repetition turns the difficult into easy and the “fear-full” into “fear-less”—never wiping out all fear, but making it less important and less likely to immobilize us.”

That makes complete sense to me. Rather than being “full of fear”, we can have “less fear”, enough to move forward despite it—enough to “face it.” This is no different than the first hill that we rode our bike down as a child. At first, the slightest incline is daunting. We face it, survive it, overcome the fear and do it again. In short order we face steeper and steeper inclines, feeling less and less fear. On a very steep incline, to this very day, we feel pause. However, we fear “less” than before. In other words, we found a way to face it, not completely get rid of it. Even on a flat surface, if our bike's front tire slips on a patch of oil, the fear will instantly grip us. On the other side of the oil, we calm again.

# THE GREAT ONES

{ A Business Fable }

*The Transformative Power  
of a Mentor*

It's not as if the fear ever vanishes. If we accept that as a given, then we must leave aside the concept of invincibility and in its stead embrace the notion of acceptance. Flight or fight is built into our DNA. Survival mode can kick in at any time. The key to moving forward becomes mastery over fundamentals that breeds confidence and the constant self-talk that restores our willingness to continue despite the angst.

In the Code, it further states:

“Many people equate courage with the absence of fear. Not so at all. Even highly courageous individuals will, from time to time, face various types of fear. The obvious fears of death and bodily harm top a long list of other incarnations that, especially in business, can greatly damage an enterprise. What about the subordinate who never speaks up for fear of repercussion? What about the boss who can't delegate for fear that he'll lose control? What about the accountant who simply crunches numbers and fails to point out the negative trends for fear of being labeled unpopular or made into a scapegoat? What about the small business owner who won't follow up on old and prospective accounts for fear of rejection?

Courage stands for the ability to confront and handle that fear—whatever it may be and wherever it may come from. In the dictionary, courage is defined as “the attitude of response and dealing with anything recognized as dangerous, difficult or painful.”

Notice the salient words “attitude of response”—not “absence of,” nor “avoidance of”. Rather, “ability to respond”—or “response-ability” entails precisely that—the fear shows up and we respond to it, largely based on our attitude. As Steve Amos points out, we must identify the worse case scenario and set up the self-talk needed to push through it, repeating our own message as often as needed.

With that in mind, pay close attention to the exercises and build your own message—one that will carry you through the moments when FEAR (Future Expectations Already Real) rears its ugly head. Remember, that in that “ugly head” is generally the only place that it truly exists.