

EPISODE 130: DON'T YOU BELIEVE IT

Lie #1 SUCCESS IS PERMANENT

- We imagine a plateau—a place where we finally “arrive”
- Problems with waiting to finally arrive or reach the plateau:
 - We live unbalanced lives: “I’ll pay any price to reach that plateau.”
 - We live in the future and can’t enjoy the present day.
 - We mentally prepare to ease up the moment we experience success.
- Ask yourself: “When I imagine ‘arriving,’ what is it I’m imagining? What elements of that life can I bring into my life today?”

Lie #2 FAILURE IS PERSONAL

- Separate yourself from your idea.
- Don’t take rejection personally.
- Failure is rarely personal, but it can sure feel personal!
- Don’t make failure a matter of *identity* rather than *performance*.
- There are many things outside your control: A company that downsizes, a boss who hires and fires the wrong people, a downturn in the economy, sheer dumb luck.
- Ask yourself: “What setback have I ‘taken to heart?’ What failure have I made a matter of personal identity?”

Lie #3 EVERYONE IS WATCHING

- Brain bias: A faulty way of thinking hardwired into the human brain.
- The spotlight effect: The phenomenon in which people tend to believe they are being noticed more than they really are.
- The results of believing this lie:
 - Self-criticism: If everyone is watching, everything is open to scrutiny.
 - Decision paralysis: Someone is bound to disapprove.
 - “Dusting in the corners.” Obsessing over irrelevant details.
- Ask yourself: “Where am I imagining the criticism or disapproval of others?”

Lie #4 NO ONE IS LISTENING

- It’s easy to believe, “No one listens to me. No one values my opinion.”
- The truth: No one is listening to anyone! No one feels really listened to.
- The solution: Learn to restate your opinion creatively. Become a better listener yourself.
- Ask yourself: “Who am I failing to listen to intently? Who have I given up on communicating with?”

Lie #5 NO ONE WILL NOTICE

- This is when we give in, stop caring, lower our standards.
- If no one is paying attention, what difference does it make?

- But high standards are a habit, and a personal statement. Public success is the result of privately cultivated habits. What are your standards when you think no one will notice?
- As yourself: “Where have I been lowering my standards because I don’t think anyone will notice?”

Sources mentioned in this episode:

[Communication Guys, Episode 55: “The Stories We Tell Ourselves”](#)

[Communication Guys, Episode 114: “Why We Make Bad Communication Choices”](#)

Are there other communication-related topics you’d like to hear the Communication Guys address? Let us know on our [Facebook page](#).