



WHEN TRENDS ARE INTERRUPTED BY A PANDEMIC

How to Use Science to Overcome Fear and Uncertainty

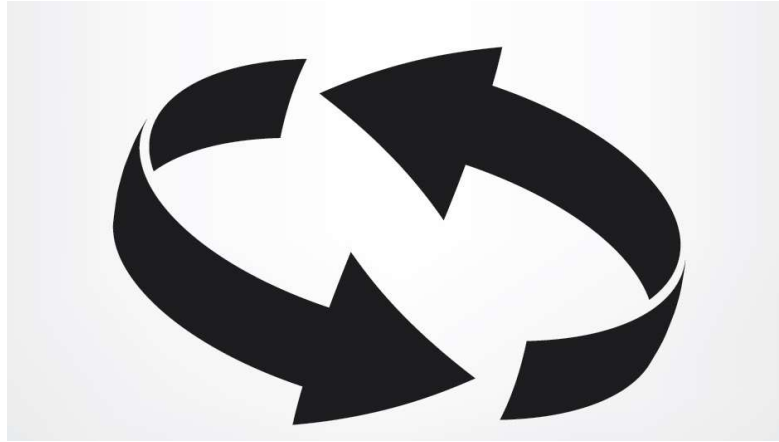


2020

ALWAYS FORWARD

The image is a vertical split composition. The left half shows a person's arm from the elbow down, wearing a black, perforated sports watch. The right half is a close-up of a hand with dirt on the fingers, firmly gripping a weathered wooden beam. The background is a soft, out-of-focus landscape.

Achievement is On the Other Side of Failure



THE CYCLE OF AVOIDANCE

Where our teachers have failed us

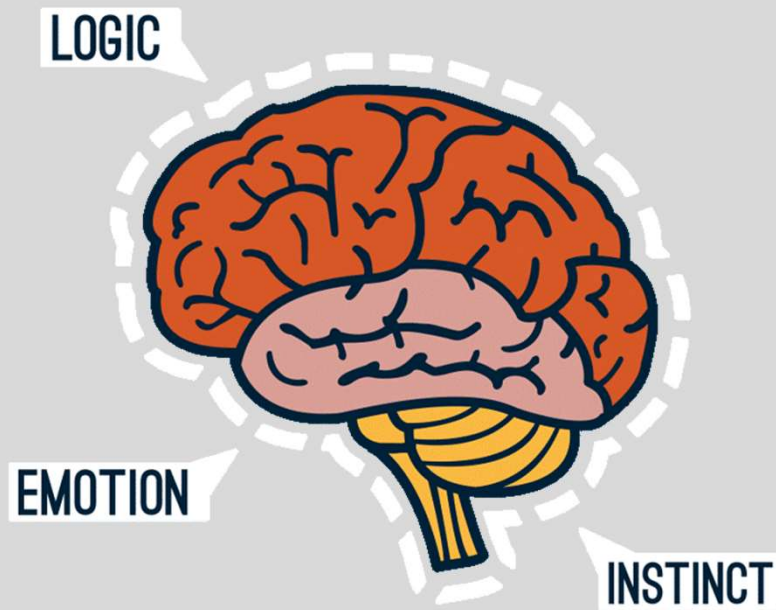
FEAR RECOGNITION

When *imagined* fear overwhelms you, it is important to recognize that fear originates from two sources: **an avoidance of loss** or **an aversion to change**.

Once you understand where your fears originate, you can then weigh the course of action necessary to achieve your goals.

-
- Distinguish Between Fear and Danger
 - Loss and change





FEAR RECOGNITION

Fear is a primal emotion. Your survival instincts are hardwired into your nervous system. Your ability to distinguish between **rational** and **irrational fear** will provide a guide to understanding what can cause physical harm and what is a product of your overactive imagination.

Rational fear is the early warning system that alerts you to danger. Danger presents itself from people, reptiles, and insects—real and often immediate threats to our survival. Irrational fear is a product of your imagination.

When you perceive a “threat” and project future harm, your body reacts in the same way as it does to real danger.



FEAR AND OBSTACLE MANAGEMENT

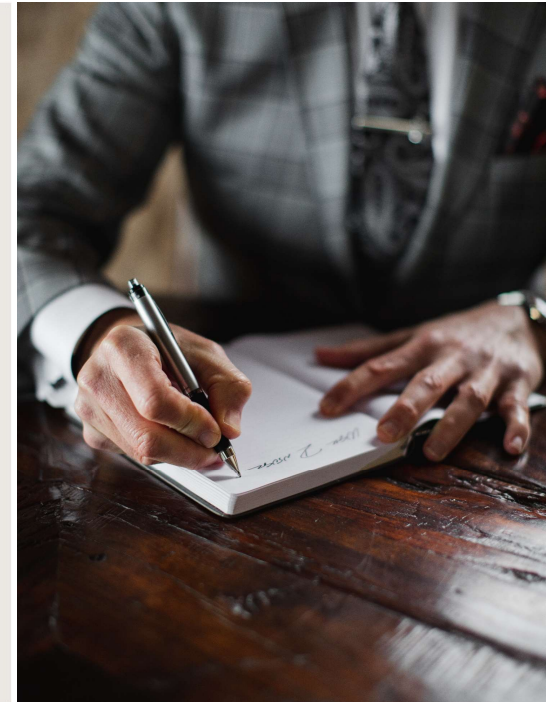
1. Is fear preventing your success?
2. Which particular fear is causing your inertia?
3. Fear or need—whichever is the stronger emotion—will compel your direction.
4. Is your fear rational or irrational?
5. There can't be sustainable success in the absence of failure.
6. Lessening uncertainty. *Action, action, action!*

IT'S GOAL TIME

"MOST GREAT PEOPLE HAVE ATTAINED THEIR GREATEST SUCCESS JUST ONE STEP BEYOND THEIR GREATEST FAILURE."

—Napoleon Hill

1. **Be clear about what it is you must have.** Turning your goal into a reality is a progressive journey through hard work, failure, adaptation, and victory.
2. **Perfect is the enemy of good.** Don't compare yourself to others and stop trying to be perfect. Stay in touch with your goals, but understand that to achieve them, you're going to take a few falls and make some missteps—it's okay.

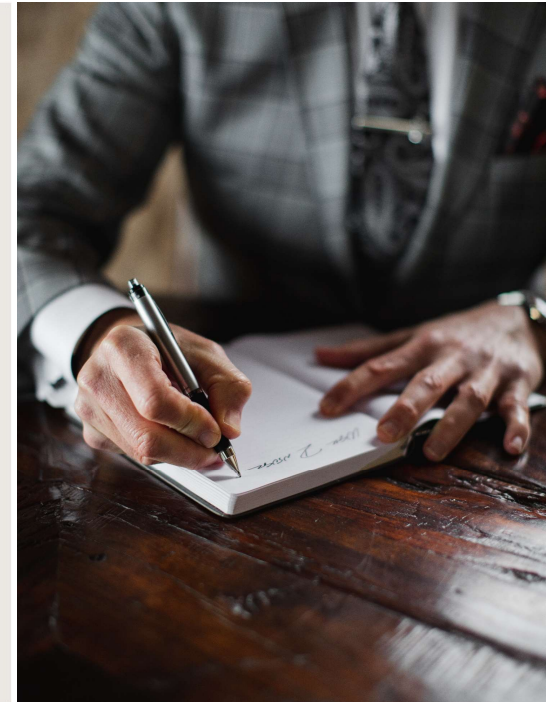


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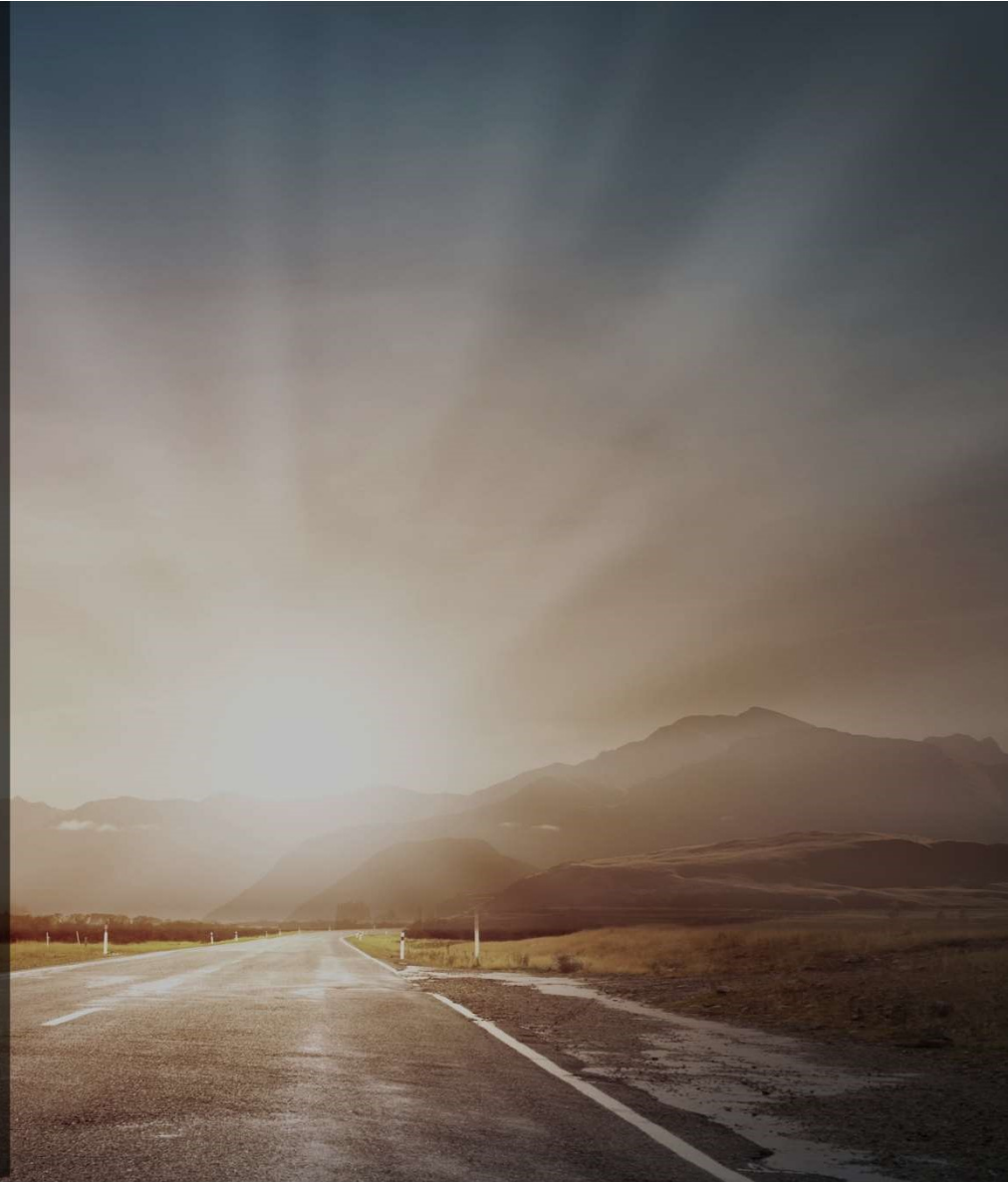
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- 3. Innovation is the product of failure.** It's the process of trial and error that makes success possible. It will be rare that you get it right the first time. Improvement is about perseverance, patience, and discipline.
 - 4. Aiming high is a great aspiration, but missing the target leads to frustration.** Create sub-goals to keep you on track.



THE ROAD TO SUCCESS

Channeling Your Inner Stephen King

- Your goal needs to be **clear** and **present, focused** to the extreme.
- You've got to **do the work**.
- Do you have what it takes to be **rejection-proof**?
- Self-doubt and lack of confidence will derail you.
- Surround yourself with people who offer moral and intellectual **support** and **feedback**.



WORST CASE	BEST CASE
Play the negative forward. What happens if your worst-case scenario becomes a reality? Before you risk, know your downside.	What's the upside? What is the best-case scenario that you could realize from taking this risk?
What are the financial costs of the risk? Try to make this number finite—best guesses are usually more expensive.	What are the financial rewards of the risk? Whatever estimate you come up with, lower it by 20 percent (the law of managing expectations).
What are the reputational costs involved in the risk?	What is your strategy, and what are the tactics you'll use to achieve it? Every risk is different—take your time and craft a design specific to the risk.
After quantifying the financial costs and qualifying the potential reputational damage, is the risk worth taking?	Write down the actions you took to mitigate the collateral damage of a worst-case scenario. Not every situation will be the same, but you'll find similarities in each case if you follow with this formula.

EMBRACING RISK

Best- and worst-case outcomes are the most important scenarios to weigh when you're at the crossroads of a decision in life. Every one of your choices engenders a consequence. Each choice is the first step in creating your destination. The upside is easier to create than the downside is to repair. You have to know your downside before you take that first step.

WHEN YOU'RE INTERRUPTED BY THE UNEXPECTED

1

Approach risk intelligently. Start out with small steps that lean into your uncertainty and discomfort.

2

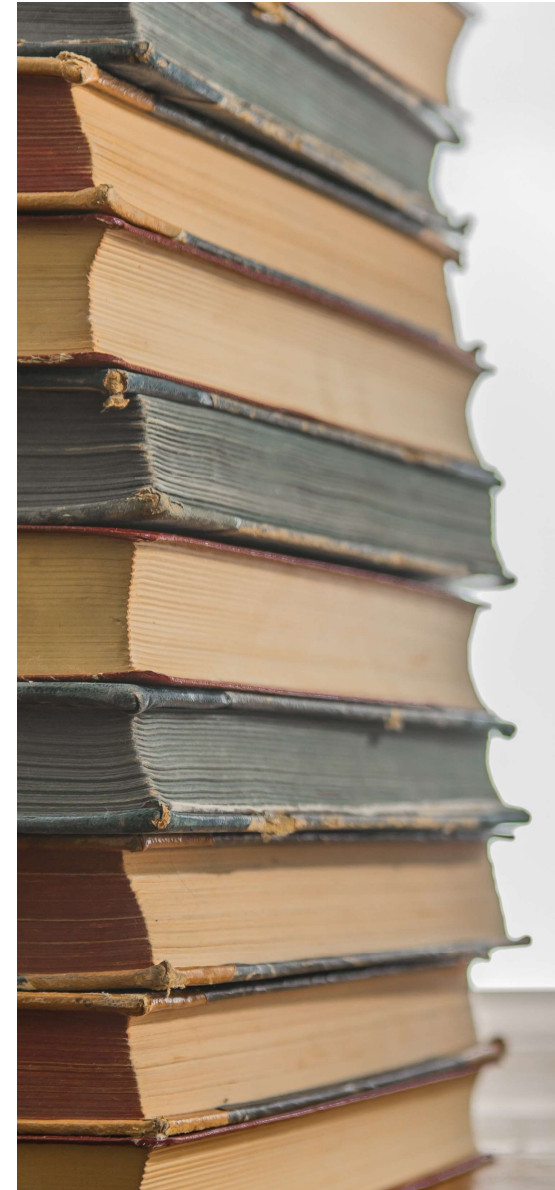
Start falling in love with the question, "*How?*" Take on the smallest challenge and track your progress until you've accomplished your big goal.

3

A calculated risk weighs worst-case and best-case scenarios. Know what you're willing to give up to gain; this is the trade-off of risk and reward.

4

Be reflective. Start a success journal and keep up-to-date notes that you can revisit for reference and direction. This is where you can write what worked and what didn't work for you during the course of the day. Each day, you can learn from what happened the previous day if it's written down in a straightforward manner. No excuse, no bias—just straight-up facts.





GROWTH MINDSET

- ▶ CAROL DWECK AND *MINDSET*
Fixed mindset vs. growth mindset.



HOW TO LEARN FROM THE LESSONS OF FAILURE

➤ STEP 1

Practice shifting from a negative response to a positive mindset. This will enable you to push forward through the fear of failure and its unavoidable reality.

➤ STEP 2

Create a big goal and sub-goals that provide you with a clear finish line and realistic, attainable check-points to ensure that you achieve your big goal.

➤ STEP 3

Analyze the data you receive at each check-point to determine what did and didn't work.



HOW TO LEARN FROM THE LESSONS OF FAILURE

➤ STEP 4

Take that data and make the necessary corrections to your method.

➤ STEP 5

Make a refined analysis of what you need or if you need an entirely different path. If a change is in order, you need to tweak your sub-goals.

➤ STEP 6

Continue to evaluate your actions until you know what you are doing is effective.



HOW TO LEARN FROM THE LESSONS OF FAILURE

➤ STEP 7

Assess your progress and continue to refine your game plan.

➤ STEP 8

Push even harder using **failing** as a **core tool**.

The Franchise of YOU

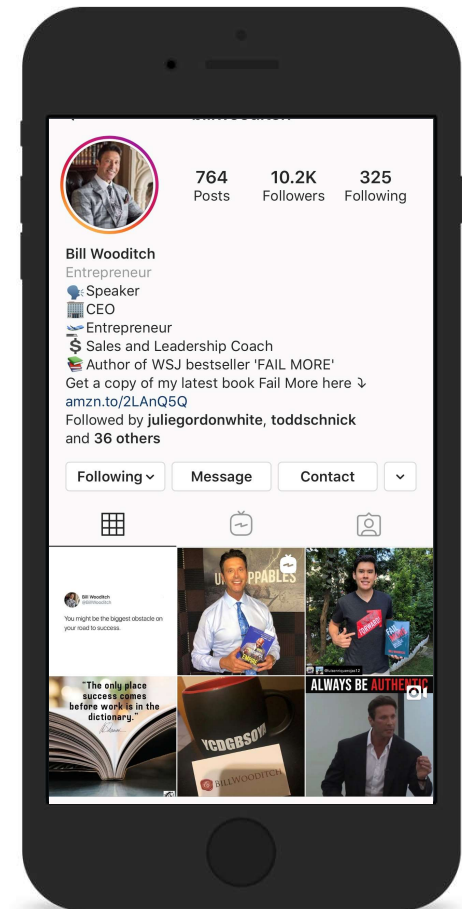


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Bill uses his experiences and insight to inspire individuals to pursue personal development and professional success with single-minded fervor, providing valuable guidance in leadership, sales, and becoming a game-changer in your own right.





THANK YOU!