



WRITTEN BY DR JOHN DEMARTINI | INSIGHT

Just like everyone else, high-profile business leaders are often plagued by persistent fears and anxieties. For many of these leaders, who are placed in positions of great power, influence and responsibility, admitting to these fears can be incredibly difficult. They are supposed to be the ones who know it all and have all the answers. Yet for business leaders to overcome their anxieties and move forward confidently and successfully, they first need to own and recognise the nature of their doubts and fears. In my many years of working with business leaders around the world, I have identified five fears that continually hamper even the most accomplished of individuals.

Am I smart and savvy enough? Many leaders are secretly afraid that they are not knowledgeable enough or equipped in certain areas to manage the tasks ahead of them. They fear that they will not have the intellectual savvy and skills to make the right decisions at the right time. To move past this, I advise leaders to remain focused on their guiding mission – and take the focus off

themselves. In addition, they should build on and grow their specific area of knowledge and expertise and find the right people and teams to assist in areas where competence or experience may be lacking.

Will I be rejected? As individuals, we only fear rejection from people beneath whom we have somehow – for some reason – placed ourselves. This subordinate position (whether real or perceived) makes us frightened of others’ opinions – and this is common among business leaders who perceive rivals to be more astute than they are. The key here is to stop comparing and measuring oneself against others. I advise business leaders in this scenario to only measure their

actions against their own vision. We are not here to live in the shadows, but to stand on the shoulders of giants!

Will I lose money? For business leaders, this can be a hugely debilitating and paralysing fear, as the pressure to bring in profits is usually ever-present and encouraged at all costs. In my view, we only make money when we truly serve people. So I urge

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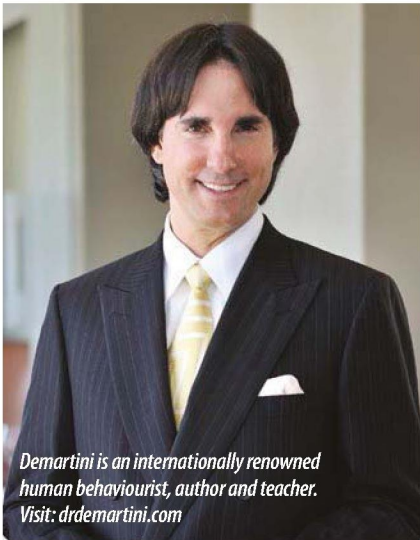
business leaders who are facing this fear to get back to their initial vision and mission, which should be about serving the customer and making their lives better. In this way, the fear of losing money can quickly turn into a blessing, as it hopefully redirects leaders back to their true passions and missions.

Will I have enough energy and vitality? This fear becomes particularly acute and scary for business leaders who are being threatened by younger, more tech-savvy professionals looking to make their mark. In today’s fast-paced and digitally driven work environment, business leaders often feel overwhelmed and unable to keep up with the furious pace.

Again, the problem here is that leaders start to measure themselves against others, instead of against their own goals and business missions. My advice is always to have faith in your own skills and experience, stay true to your mission and – where necessary – hire and partner with individuals who can offer competency in the areas where gaps lie.

Will I have to go against my moral compass? Often, business leaders find themselves in tough situations where they are forced to choose between being honest – and losing profit or market share – or being dishonest for some or other short-term gain.

When advising leaders in this situation, I always encourage them to stay true to their own moral compass and follow their natural instincts. Whenever we lose sight of our own mission and values, we stray into dangerous and potentially harmful territory. **DM**



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