

# **The Conscious Business Telesummit**

## **Mastering Your Inner Game**

**Be Yourself, Everyone Else is Already Taken: The Power of  
Authenticity**

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## **Be Yourself, Everyone Else is Already Taken: The Power of Authenticity**

**Mike Robbins**

Adela: Welcome everyone to Conscious Business Telesummit. This is call number six. I'm your host Adela Rubio with consciousbusinesstelesummit.com and our guest today is Mike Robbins.

We're going to start in our traditional way with a connection. Take a nice deep breath and exhale. If you're seated all day, I recommend that you stand. Feet hip width apart. Take a nice deep breath, exhale and allow your shoulders to relax. Feel all of you relax. Relax so that space is being created. Spaciousness is who you are. Notice that in this spaciousness your energy relaxes and ripple and expands. Going through the entire room and flowing easily and effortlessly until you are as big as all of creation. Feeling all of the edges, known and unknown spaces and feeling yourself connected to one another on this call and all that is.

Tuning into this message of being yourself, and the power of authenticity. This being who you truly are and not who you've been told you are. Feel the arising of your own knowing. Feel within your own body your own knowing of this. It's already here and always has been. Perhaps what you've experienced is just a misunderstanding of who you are. Take another nice deep breath and exhale and just feel the opening, to the bits and pieces and the gems that will speak to you on the call today, that will propel you into action and to what's true for you and for your business.

Welcome everyone. If you can, stay away from your computer, unless you're on the web cast, of course. Bring your whole being to this conversation. Because as each one of you brings your intention to being who you really are it makes it available for all. We're actually doing something very powerful, not only for ourselves but for one another. As we are, brilliant being who we really are, we actually model and give others permission to do the same.

I am especially thrilled to have Mike Robbins in the program. Our topic is Be Yourself, The Power of Authenticity. Mike Robbins is a highly sought after keynote speaker, trainer and coach who delivers inspiration for individuals, entrepreneurs and groups of all kinds. He regularly speaks throughout the United States and Canada and has work as client to Chevron, Google, New York Life, AT&T, and many others.

Mike is the author of the bestselling books Focus On The Good Stuff and Be Yourself, Everyone Else Is Already Taken. He has been featured on ABC news, The Oprah Radio Network, Forbes, Washington post and many more. He is a regular contributor to the Huffington Post and Oprah.com and his here to share extraordinary message with you. Welcome Mike.

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Mike: Hey, Thanks Adela I'm glad to be here.

Adela: Yes this is pretty exciting. I was reading your book and kept getting more and more excited because as I kept reading it I just kept saying yes, yes yes. It's something that really resonated deeply within me. It wasn't just like a surface yes, intellectual yes, it's an intellectual understanding in my body. I could so relate in my body and my being to what you say. I know you have a different take on authenticity so if you could just speak a little bit about how you came to it

Mike: I've been speaking and coaching and writing for ten years now. The theme of authenticity is always kind of interwoven through my work and through my life. But I really, a couple of years back like when my mentor, a wonderful man who I'm sure many people listening are familiar with him and on his work.

Richard Carlson wrote about the book Don't Sweat the Small Stuff and its Small Stuff. Richard very sadly passed away at the end of 2006. He was only forty five years old and a healthy guy, with two teenage daughters. He was actually sitting on an airplane flying to New York to promote his most recent book at that time. He had what's called a Pulmonary Embolism with blood clot on his leg that traveled and got into his lungs and never woke up. It was incredibly sad and devastating to me when Richard died.

At the same time, something happen within me. I noticed something really profound as I was going through my grief process with Richard's death. I felt incredibly alive. I noticed that as I looked back to my life when my Father died and I have a few really significant losses as well. It was a real big peak experience, but there was something calm and sort of similar to those experience even in the midst of the pain. The intensity of it, there was this opening and what I realized for myself is that's why I always have appreciated funerals. I always appreciated intense experiences like that even though I don't like the feelings. Where the circumstances are losing someone close it's really awful. It's like what is it that I appreciate; I appreciate the openness and the realness and the authenticity. It's so much of the BS of life that I found myself getting caught up in so many people I know. It just goes out the window in the face that.

I remember thinking to myself, when Richard died specifically, I don't want to forget this. I don't want to lose this awareness. While I didn't completely, you know within a few months someone cuts me off on the freeway. I miss a parking space. I want to make a little more, back to being irritated with little things and I talk to myself. I don't want the portal to close. I think we've all had those experiences, whether it's been loss or again a peek

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experience. I started to realize that it's not about the experience. It's about a shift in consciousness.

I wrote this book and really started delving more deeply into authenticity in my own life, in my own work, from the perspective of how do we consciously create that kind of authentic experience in our life, in our relationship and then our work and not have it be because nine eleven happens. Or because we lose someone close to us or because we have a near death experience or because a baby is born or something. Those things are all in and of themselves opportunities for us to learn and grow, for sure. So that's what really inspires me to write this book.

Adela: So that was an irrevocable decision. Not to say that you don't have the moments where you may find that you're not being who you really want to be, right?

Mike: Well of course

Adela: But there's something about that being. You've come out with this book you've outed yourself, Mike.

Mike: I did, I did you know. I appreciate you saying that because it was a vulnerable, challenging, accelerating experience to write and now to have been talking about the book and doing this work specifically over these last few months. But it's incredibly liberating for me. And that really the point I mean I think and I talk a lot of being yourself, when everyone else have already been taken and being authentic it can be hard, it can be challenging, it can be scary you know.

For us much as we want it in our lives we want it. It's a buzzword within our culture now. The reality is most of us having been trained or encourage to be ourselves and in doing so especially for some of us take a lot of courage and takes a lift of faith. Sometimes it can be a little risky and look it's a lot easier to be full of it and more better at it, in fact. Because you know we've got years and years and years of experience of being how we think we're supposed to be. It's not like when we wake up in the morning and look in the mirror, I want to go out lie to everybody today. If using that quite overt but it's subtle and its pervasive in so many ways that you know it's something for us to continue to look at.

And the other thing that's really important Adela, you know this from reading my book is that I don't believe that authenticity is some kind of destination that we arrive and say I'm authentic now. I mean it's a moment by the moment experience like the great saying there is no way to peace, peace is the way. The same could be said about authenticity. It's a way of life. It's a way of being. I can be fully completely present and

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authentic with you in one moment and in literally the next moment completely checked out and full of it and just you know. That's kind how life how goes, so it's really being conscious and aware and making a commitment to live our lives and do our work from the authentic perspective knowing that we going to fall down and trip up and it's really a deepening process that goes on through our life.

Adela: Yes and there's something that happens when you do out yourself like write a book and start speaking and coaching specifically on this topic. There is deeper grooves that occur now that the you've got experiences of authenticity because you said: Hey, you know what I'm going to speak about authenticity. I've got a message around that and can you share with us some of the things that have occurred because you decided to deliver this message.

Mike: I tell you what, if you ever want to get in touch without full of it you are, in life just write a Book of Authenticity. It will be like riding your faith because that's what showed up a lot. Oh, you know I've really kind of funny experiences happen right when the book came out. My wife and I and our two little girls, we live in San Francisco bay area and the week the book came out we were downtown in a little suburb where we live in Walnut Creek. And there's a Barnes and Noble there and I said to my wife "Hey Babe, I want to go into Barnes & Noble to make sure they have the book. So I walk into the store. There's the book under new releases table I'm feeling sort of proud the first time I see it in the store and I'm sort of having this conversation in my head and you know, should I buy one? And you know I'm debating I had done that with my first book but gosh it's my second book it's kind of obnoxious buying your own book.. But you know what I'm proud and excited. I'm just going to pick one up. And so I'm standing in line with them and what I'm saying to myself when I get up in the front I'm going to tell them, you know it's my book. It just came out. I'm just kind of excited I want to sort of help with the cause, right? And the closer I'm getting in front I'm getting a little more nervous about it.

And as I walk up to the counter, I put the book down on the counter, and the woman say's to me, "Oh, we've been selling a lot of these. Did you see this guy on TV or something?" Because I had done a few little TV interviews locally that week. And I don't know why, though I sort of got completely befuddled by her questioning. Here's what came out my mouth, "Well um, no. He is a local author. I just want to support him".

That's what I said, right. As it came out on my mouth I literally was like, "Oh my God what did I just say?" And I'm staring at the woman in the face and I've got this really strange look, I'm sure because she's looking back at me very oddly. And I'm thinking to myself, "Oh my goodness I wrote a

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book on authenticity and I just lied to the woman at the Barnes and Noble". And I literally I couldn't even figure it out how to recover. I was just sort of flustered and I just you know pull out my wallet and my credit card, you know with my name on it, to pay for the book and run out on the store. But it ended up being such a hilarious and perfect ironic example of how easy it is for me and any of us so just sell out in the moment.

And so I've had so many other fantastic experiences of really connecting with people deeply. I was speaking actually at the church about a month ago and I have this woman elderly woman actually come up to me afterwards with tears in her eyes and she said to me, "Thank you for what you said. I really appreciate it and you know my whole life I've struggled so hard to be really be vulnerable and be authentic. It so scary for me." And I just sat there. And she was holding my hand and I'm holding her hand she's looking me and she's crying and it was so sweet and so real and I said to her, "You're doing it right now." And like this look on her face when, you know, I don't know, it was just those moments that I get to experience all the time. And I know you do in your work as well. And we hugged and we laughed. And I mean, yeah I guess I am.

But you know being able to get into personal honest somewhat intimate conversation with people, to me is my favorite thing in life. It always has been since I was little. I've never been interested in you know, I mean, I can talk about sports and politics, and the weather and what's going on and all that but I'm like I get bored with that stuff really easy.

When I meet people, you know what I want to know first and foremost are what's their passion is, what's their pain and what's real for them, light or dark. It's just like that to me I can have that conversation all day everyday with anyone I meet. So, I've been really grateful that this book specifically has really opened up a lot of those conversations and some cases a lot of challenge, too. I get more people who stand up in my workshop and speeches and other things who want to challenge me on this. A guy stood up recently, "You can't just go around being authentic all the time, Mike. And I was like, "Okay, why not?" "Because there are consequences to that, man." And I said, "You're right. Look you start speaking your truth, you start get real, you start sharing what's really going on for you there's going to be people that are not going to like it. They might get upset and get their feelings hurt, they might disagree."

So yes, you're absolutely right. I'm not saying this is necessarily the easiest way to go about it." But I said to them, my solution I don't think most of us our dealing with the "consequence" it's just being too authentic in life as like a problem. I think most of us are dealing with the "consequence" of not being authentic and that's why some of our

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relationship, in some places in our careers, in our work, heart feeling for us. It's just we're just not being real.

So it's a choice, we always have a choice. I'm not advocating the people walk around saying and expressing every single thing that's on their mind and there heart that every moment all the time. But it's really about being in touched with that real step is and being willing to express her act on it or just know it. As opposed to be being unconscious for them and giving power away and people say things to me, "Oh boy, you know I can't really be honest with my business partner and I can't really be honest with my mother-in-law". Well you could. You're just not. And that's okay but just own the fact that you could.

Adela: Yes and I think that you have some really nice distinction around what authenticity is and what is not.

Mike: Yes. Well you know this idea of what it is we have a lot of. Look, you live on the East Coast I live on the West Coast even regionally we got different opinions about what it is, right? What does that mean? To be authentic in New York is different to be authentic in San Francisco or anywhere in between, right? But at the same time I think this idea of what authenticity is we think of it as like, it means like giving people space and tell them what I think it could mean you know. I march to the bit of my own drum it means that I have all this dramatic thing happening in my life and I overcome them and somehow created unique sort of a cultural creative. I mean there's lot of ideas as I always express myself. I'm fearless. Any of those things, there's nothing wrong in any of them and some of them for some people absolutely can't be authentic. But it's not a shtick, it's not a list of rules that have to be. It's what's real.

So when it becomes that, I again I say authenticity life times would be honest to real people. For me you think people about confrontation, like yelling and screaming and again it can be absolutely authentic to have a confrontation with someone sometimes. But that doesn't mean confrontation is inherently authentic right. So what authenticity is really in the way I understand it's about being vulnerable. It's about being transparent and true to ourselves. Again which changes not only through our lives but moment to moment.

What's true for me in this moment as we're having this conversation is one thing and what may be true for me in an hour or in a week could be different. So you know it's that and it's also there's a sense of you as we'll get into some of the principles from the book there's a sense of authenticity as loving ourselves, honoring ourselves, caring for ourselves. I think the way we generally think about it isn't always sort of deeper

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essence of what it really is and what it means. The thing is again, the moment we have a definition for what not only authenticity or what are authentic self is right now, it's going to change. You know just look at those old photographs of yourself and read things that you wrote five years ago, ten years ago fifteen years ago I mean it's laughable sometimes and you can have some compassion for it.

Adela: Yes. Who was that?

Mike: Exactly, but that was real. That was who you are at that time. And so often in our dreams and we talk about mastering the inner game which this is what is all about. One of the biggest fears I have found and I'm sure you know this well and better than I do when I have coached people over the years of going to their dreams underneath a lot of what the theories that stops people from really going for it. It is some version of not only it's not only it's going to be a writer perfect but it's literally like, if go for it and now you know I'm not quite ready yet. When I get ready then I'll go and come out with my dream whatever it is, I'll start my business, I'll write my book or I'll do my thing and put it out there. I'll make my movie. One of the fears is that oh I put it out now and tell them that I look back in five years or ten years and I'll be totally embarrassed. You know and I get that. I have that same feeling when I wrote my first book. This more recent one, what would I think about this when I'm seventy years old. We can't live our lives with that running it or else will never do anything.

Adela: Yes, yes and that also another way of really avoiding of being authentic.

Mike: Exactly

Adela: Yes, yes and when I'm hearing about this wonderful distinction about being authentic is that it's really about the shift to this internal compass versus an external compass of what is true.

Mike: Yes and that's something for us to continue to practice again through our life because look, the way most of us are raised and how we socialize as human beings in our culture is all through external feedback. External feedback is really important but you know at the end of the day it's not really what's true for us. So you know shifting it back to how do I feel. What's going on for me? One of the other things that I love to talk about is the distinction between our opinions and our truth.

Now many of us, myself included have lots of opinions. All kinds of stuff, about life, about politics, about religion, about what people should do, about what people should eat, you name it we talk about it. We got opinion about it right. And I come from a family where we speak our opinions like they're facts. It felt like that was a bad movie if you like it you're stupid.

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That's kind of the mentality that many of us have in our culture. But the thing about opinions, we are entitled to any opinion we want. But our opinions are filled with righteousness, they are filled with sort of either or thinking my way your way asks them all that stuff that really constricts us. We got to go deeper though and think of conflicts relationships or think of issues that we have as we're starting businesses or wanting to go for different things expand our work dude. Something new and potentially scary with lots of opinion about how we should, or shouldn't do about it. But if we go deeper into what's our truth about it. That has to do more with how we feel. It has to do at what you're talking about a moment ago that internal compose. What's true for me? What's real for me? How do you feel trusting your body? You talked about that a little bit earlier and you felt a sense in your body as you were reading my book which I appreciate that complement because our body is actually often have way more wisdom than our minds.

Adela: Absolutely.

Mike: But it trusting that and so like as an example we're frustrated with another person maybe we're working with someone in our life. And we have opinions about them and how their acting and I don't like this, what's wrong with you and you shouldn't do that . . . But if we go deeper into how do we feel? Wow, I noticed that I'm feeling frustrated. I notice I'm feeling sad or scared or whatever it is but its more feedback for what's true for us. And whenever I'm working with people or with the group when there's a conflict going on. I always get someone in the group or someone in the couple or the business situation someone can speak an undeniable truth, it will transform the whole situation. Even that I'm feeling mad I don't want to have this conversation. I feel like walking out in the room and flanking the door if that, if that you can't argue with that, that's someone experience. When we're in the opinion level, this is dumb, that's stupid, why are we doing this, you shouldn't do that, you shouldn't do this, you should be more . . . all that stuff. Even when it's directed towards our self, nothing can shift from there. So it's really again about going deeper into ourselves and getting real.

Adela: Yes and that access that has been so conditioned and trained and shutdown on us. There's a quote in your book that I really love, "To survive in life each of us has created a persona invented so as to hide the unacceptable fraud and scared aspect of whom we think we are and we don't want others to see." I wonder if you could speak a little bit to this disconnect in our culture with truth telling.

Mike: Yes, well I think, first of all the concept of the persona which is you know, it's like a psychological concept that human talk about, and that Floyd

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talked about. I mean you know it's all the way from the totally deranged down to just the I-want- too-happy-people like me at the cocktail party and business networking event kind of thing. It's not an evil awful horrible thing that we made to life that way but the thing is, it's like you tell a lie long enough you start to believe like it's true. And that's what happens to a lot of us. Yes there that this idea that this aspect of who we are that are unacceptable. That aren't to be shared with other people. "If they knew that about me, oh what would they think, oh my goodness"

And you know the funny thing is this is what I find, because there is an exercises that I talk about in the book that I do in workshop that I love. It's one my favorite exercise to both participate in and to facilitate is I have people sit in circle and you can do this with the business party, you can do it with your spouse, you can do with the group of people, one on one sit in the group and each person has like two minutes their turn. Everyone has their attention on them and they just repeat the phrase "if you really knew me you'd know this about me". And there's no pressure to say or do anything you don't necessarily want to but the challenge is to step out at your comfort zone and the metaphor I use is sort of I use metaphor but relevant in this context is that of an iceberg.

So the idea is that can you lower your proverbial water line of you're iceberg and expose more of who you really are. Let's take the mask off let down the guard share, with us some real stuff and it's not all just deep dark weird secrets and insecurities. Some of that is there that's sure but there's also what a passion and joy and dreams and excitement and it's just the vulnerable stuff of life. Here's what I see happen, Adela, across the board whether I'm working with the group of entrepreneurs or group of couples or corporate executives or teenagers. I've done this exercise with men, with women, with people of all ages, big groups, small groups, you name it, something magical happens every time in its own unique beautiful way. What people start to realize and make some people laugh, some people cry, but at the end of it I usually ask a couple of questions in the room, to the group.

Number one, how many you just learn something's about people in your group which you didn't know before? Even if people are really good friends or they're married to each other or they work together all the time, almost everybody raises their hand. Then I ask the second question, how many are you feel closer to the people in your group? Almost everyone raises their hands. Another question that I ask how many of you just shared something's with this group A you didn't think you would and B you normally don't. Again, almost every almost all the time their hands go up.

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Then the final question is, how many of you now have more respect, understanding and empathy for the people here than you did before you had this conversation? It's universal because what we realize is this stuff that we're spending so much time and energy trying to hide from people. A it takes a lot of energy to do that and B its not that you could put bad stuff down there is nowhere near bad as we think it is. What happen is trying to hide all that "bad stuff" actually covers up all this brilliance, all this beauty, all this passion, all this creativity so much is there. It's literally underneath the gunk and you know at some level from an existential standpoint most people are going to find out that stuff about us when we die anyway. You know what I mean?

I remember being when I was in my early twenties I had a profound experience Adela. I don't even think I've written much or spoken much about it but it just came in when we are talking. I had a girlfriend that I dated for couple of year and I was pretty close with her and her family and her father died very suddenly. We flew back to Connecticut to be with the family and we're going to the whole and it was really intense. So similar to when my mentor Richard died. It was very intense everyone was shocked and she have some young siblings who are still at home, at schools so it was really a tragic situation. So at one point during the week we were there, I was down at the basement with her brother and her uncle. We were digging through her dad's files and trying to find if there was some financial stuff that wasn't in order. And we're just, "hey you guys going to go and find it" you know this happen with someone.

Adela: Uh-huh yes.

Mike: He was a pretty organized guy. He was also the kind of guy that was not open all about money. It was just a really big thing. It was all secretive and there was a lot of energy around that. I just had this moment where I'm standing in the basement knee-deep in all his personal financial stuff thinking to myself, two weeks ago when he was alive if we were down here he would have literally been beyond angry with me. You know what I mean, this would be completely inappropriate.

Adela: Right.

Mike: Here I was, because he died we were down there and we were down there doing it. I thought to myself you know` it wasn't even a judgment of him, it was more the realization about life. Why do we spend so much time and energy trying to hide certain things and keeping up appearances? Where ever it may be, whether we're talking about money or anything else, when you know what, somebody's going to dig through my stuff eventually.

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So you know again we all have to make choices about how we manage our life and what's private and what's not. I understand and respect that. On a personal level it takes so much energy to hide that stuff. When we let some of that out we liberate ourselves, we liberate other people give them permission. We uncover and discover so much within us that we didn't even realize was there. You ever notice when you go, when you cry sometimes and when you get into something that really intense, you get into an argument with someone, whatever, it's like you engaged in that experience, even if it's a little uncomfortable, painful. Even potentially negative if we work through it, and move through it, something else comes on the other side. It's not only like a resolution, oftentimes it's literally something bigger and it's new. It wasn't there before.

So our inability to engage sometimes in conflict with other people in our own fear and doubt and insecurity it's not about dwelling on that stuff but avoiding that not only damages us but we missed out on all this brilliance and beauty and gold it's in there when we won't engage.

Adela: Yes, the great news about transparency is that it freezes your energy for the really glorious delicious stuff in your life.

Mike: It really does.

Adela: Yes

Mike: Here's something that I've done for years in my business. I go to events all the time, different things and I connect. I love people and I love being at events and look – we are all entrepreneurs, we're building business, we meet people we're networking and I know we're doing a lot of stuff this days virtually. But a lot of times in early in my business I did it a lot. I was out and about all the time and it was very practically beneficial for me. But when I show up in an event that my instantaneous reaction in almost every event that I go to. When there are people there and I have the immediate reaction of I want to leave. Like that there's a knot in my stomach "oh wow I have to be you know I want to be like upbeat and positive and connect in people there's cynical part of me like I don't care I don't want to talk to anybody I want to sit in the corner and watch TV" you know what I mean. It's more of an Fear reaction.

Adela: Yeah.

Mike: So what I usually do when I'm feeling that which is pretty common the first conversation or two that I have, I share that. Not to be weird or to dump my stuff on anyone, but I'll say some version like "oh you know, gosh I get all excited come on this things and I get here it's like I don't want to talk to anybody and I feel cheesy and I feel like I'm selling myself and I feel weird

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and I feel whatever I don't really feel like I'm giving my little elevated pitch I just want to like have a real conversation." Do you ever feel like that? And usually people look at me like, what did you just say?" You know, someone says "You don't talk about that" And I what I find is almost always the person respond in time with like "Yes, I feel like that sometimes too" I'm doing it not to be manipulated. In a way I'll say, "how about we certain connect and support each other energetically." When do you want to get out at this? Here's what I love to get out at this and mostly I just want to have a good time and I feel great about being here and of course I'd love to make some big connection in all that. What if we just like look at each other find each other in the room and at the end of the night come back and check in and see how it went?"

I started doing that because I was feeling so lonely as an entrepreneur, as a sole proprietor, as a person with my own business. It was like I'm a team guy my whole life I played baseball I was always on teams and not having a team. I create virtual teams all the time. I do this when I go out speaking engagement among the road by myself. I just like hey and you know when I found though is a self serving for me? Yes I get support, I meet people, I feel some good energy but so often I know because the feedback I get people really appreciate . They'll come back and say, "Thanks for saying that you know" It just really freed me up and I had it so if we could do that, I don't have to figure out and be all polished and perfect it not only that boring but that is just not real.

Adela: Yes and those are some of those assumptions that we make is that you know when you start talking to people that are actually out and doing this kind of work you find out that everybody has been through this.

Mike: Of course. Look you start doing this kind of work and you know from doing this so many people on this call know from doing this and I do too. You start really shining your light in the world in whatever capacity you do. What's going to show right up initially is often going to be your own darkness, your own stuff, your own limits.

Adela: Yes.

Mike: It's what you write about and that's what we're talking about. That is what mastering the inner game is all about because look externally. You know I'm a professional football player, I know all about executing in the field and trying to be successful in a competitive environment. I started playing baseball when I was seven I got draft by the Yankees at our high school.

Adela: Wow

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Mike: Since I was with the Yankees I got scholarship to play at Stanford. Played in Stanford and got drafted by the Kansas City Royals sign for the contract. All I ever want to do since I was a little kid was play in the major leagues and I was good. I had a shot you know I was working my way up to the Kansas City World Organization when out to pitch, third season in the minors to a one pitch through one ligament in elbow, blew my arm out when I was twenty three. You know I'm a poor kid from Oakland, single mom this is going to be my shot to make it, to make some money to be someone, a lifelong dream and it ended tragically, very abruptly, very painfully for me. But ultimately as is often the case for many of us in life it ended up being an incredible blessing. Didn't seem like at that a time. I didn't get it the next day or something but over the course of the number of years and a lot of work and a lot of support I start to realize, wow I wasn't appreciating myself? I wasn't appreciating what I was doing? I wasn't actually really enjoying the experience. Just holding my breath hoping that I didn't screwed up. Trying to make it thinking that I would make it someday and that I would feel better and it will all turn out.

And you know I got that at the time I still keep relearning that same lesson in some way you know.

Adela: Yes.

Mike: A lot of times the big life lessons where here to learn. We keep relearning it at different levels at different levels at different levels. I remember taking Debbie Fords Shadow Process Workshop about six, seven years ago down at San Diego. I love her work you know all her books and the workshops, she said something really profound. She said look, "the more you expand, the bigger you get in life in your visioning your work whatever it is. Your shadows will just show up at deeper levels. You get to deal with them again." You know again so the good news about that it's nothing wrong with us when it comes. But the bad news is it's not like when we licked it and it's gone and it's something for us to continue to be conscious at. Not scared of, not like a news around our neck but aware of.

Adela: Yes. To be in relationship with it's a different experience.

Mike: Absolutely, it doesn't have to stop us you know. It's like people talk to me a lot when I'm coaching them or when I'm working with them about their dreams, about their goals, about the things that are important to them. But I'm scared and I say, "So what? I am too, what are you going to do about it? What are we all going to do about it? We don't want to live our life in a state of constant fear and anxiety because that's damaging to our health, to our body, it doesn't really work so well, doesn't feel that good

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but of course you are going to get scared. What if we were like excited about it? "Oh I'm scared, fantastic." I must be up to something really big.

Adela: Yes

Mike: I get up and speak in front of groups of people, small groups, and large groups all over the country for a living and I love it. I absolutely love it. Every time I do it my heart beats, body sweat, I have all the reactions. The fear comes up, sometimes I'm more nervous than others. The thing about it is it's not like I'm made of steel, at this point I have enough experience on being up in front of people, feeling that fear, run through my body as it does and do it anyway. So when I tell people I'm nervous and they see me up there "You don't look nervous" as though I'm not faking. I just breathe through it and let it run through me.

You know what, it goes away. I'm not terrified the whole time. I mean especially it's there it ends and it flows it's usually the most intense the moment I will stand up and everyone is looking at me but you know like I'm not going to die and that's something we need remember. Every single person on this call and everyone listening to the recording of this, one thing that I know for sure about all of us and I put myself and you Adela in this category we are all masters at failure. Masters!

Adela: Yes.

Mike: We've done it. I mean we've all failed and the thing about it is, our capacity to succeed in life is directly proportional to our capacity to be with failure. We're already masters, we've done it in so many ways. Sometimes we do it in big and small ways, and we've all survived. Sure we are. The great crusade right and then it didn't kill you it makes you stronger but here we are. We've mastered failure. We know how to fail. We know how it feels like and ironically we still often live in fear out of it. "What if I fail? Oh, you'll live. You already have. What if I really fail? What if it's really a big one that I can't recover from? I don't know, you'll figure it out." You know what I mean, it's like so we get ourselves tied up in the knot and paid into corner, scared that we'll screw up and fail or let people down it won't turn out. But forget the fact that we've already done that many many many times and not only we've been fine, in hind sight most of our failures A look funny or B were great learning experiences.

Adela: Yes, you know our failures inform us.

Mike: Absolutely

Adela: They let us know. Okay, next.

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Mike: Now that's the thing it's all feedback since failure and success are simply feedback. We just put a lot of weight into both of them. If anyone is listening this, if you're doing something in your business and it's working. The results are good you're enjoying it and you're getting good feedback, great. There's some success there, awesome feedback. Something is working. If there are areas of your business that aren't working so well and it's usually a combination of those two, there's some feedback that's not working. That's all it is, success failures working not, working but we turn it into "I'm successful!" Our egos take over like, "I'm better than other people. I'm superior. I'm good." I'm this I'm that; no you're just having some success. Celebrate it. Enjoy it. Notice what's happening see if you can replicate it and also ask yourself a deeper question, "Am I actually fulfilled in this success."

Then if you're having some failure experiencing that number of us has experienced some failure in areas where we used to experience success.. I'm not a big doom and gloom but hey, when it rains you get wet. And there's been an element that it's been raining as it relates to the economy so it's been humbling for a lot of people myself included at times and it's been fantastic because there's been feedback to stop, reevaluate what am I doing. Why am I doing it? How is it working? What do I really want? So you know we can alter to our relationship so success and failure and remember that it's just feedback, free us up.

Adela: Yes, yes. Mike can you, oh this is so awesome that the time is flying. Can you share with us the five principles because they're so distilled and succinct.

Mike: Yes I will absolutely and I go through it briefly and then we can circle back a couple of talk a little more detail and the time is in line. The first one is, "To know yourself". Life long process ongoing but it's like everyone listening to this like, a commitment to growth and development, a commitment to not just learning new things but discovering who we are in a new way all the time.

Second principle and we we're talking quite a bit about it just a moment ago - transform your fear. Which doesn't mean somehow you become super human and don't experience fear, it means you actually learn to lean in to it to invite it in and transform the energy of it and use it in your favor. Physiologically our bodies react exactly the same when we get scared and when we get excited. The only difference is the story in our head and how we react and relate to it. Stop relating to fear as to it some evil awful thing and learn to tap into the energy of it and use it in a positive direction which is absolutely possible.

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Third thing is to express yourself. That has to do without talking before the iceberg metaphor and lowering the water line really expressing all of who we are. Genuinely not just the appropriate things but really coming up with ways in our life and relationships and situations where we create safety and trust so we can express ourselves. Not always going to be in every situation with every person and all the time and sometimes it's going to feel better and say for and bite our tongue and suck it in for a minute we don't what to get in the habit of doing that all over the place and feeling victimized by our life. The more we expand the capacity to express ourselves in both safe ways we start to be able to do it almost all over the place.

Fourth principle is to be bold. This is so relevant to conscious business and it's so relevant to mastering the inner game, it's so relevant to making our dreams real in life. Boldness is fundamentally subjective. So I can't tell you what's bold, inherently. It's what's bold for you. See people hear boldness and I think "I have to climb mountain Kilimanjaro. I have to write a novel. I have to run to three marathons." You know its like; okay all those things can be bold, great! But you know what sometimes being bold it's like saying no to a friend who asks for something that you really don't feel like you can give. Sometimes being bold is making a request at someone when you're not sure they going to say yes or no even if it seems simple it's bold for you.

So you know you don't have to quit your job or we don't have to divorce our spouse you know those things can be bold but they can also be reactionary. So it's really finding our edge and pushing past just a little bit so that it stretches us and we grow.

The final principle in this is really the core message of my whole book and all my work just to celebrate who you are. Genuinely celebrate yourself. You know my wife and I we have two little girls. Samantha who is just about four and Anna Rose who's seventeen months. So we are still in the "booth camp stage" of parenting. One of the best pieces of advice Adela I got, right before when Samantha was born is a great piece of advice for parenting but ultimately just for life, for business for everything. One of my mentors said, Michael, listen it's the most important job you have with your daughter is to teach her how to love herself. I said, wow how do I do that? He said, you love yourself and you let her see that. That's how you teach her to love herself. For me it continues to be a practice and at times a challenge. Something I intend, not only in my interactions with both my girls, but with my wife, with everyone I do business with, with my family, with my friends and if we think about our lives and our work and whatever it is we're up to, specifically, every single thing that we do, every single relationship that we have funnels through our relationship with our self.

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First and foremost we don't see other people, we don't see the world we don't even see our own businesses as they are. We see them as we are. From that inside out perspective, so if we can continue to practice in learning deep in our capacity is to celebrate and love our self genuinely, not from an arrogant place, not from a narcissistic place but from a genuine place of self appreciation, we can bring that to every aspect of our life and it will enhance it. That's what authenticity is about. The biggest reason we're not our self in the way that we want to be at times in life has less to do with our cultural upbringing and environment and feedback and all of those things are part of it and the biggest reason is that so many of us almost, almost all of us think who we are and how we are isn't quite good enough. If we could just fix a little of this, change a little on that, make a little more money, lose more weight, know the right people, meditate a little bit more, go to yoga whatever you know then I'd be a better person. And I'm not at post to self improvement and into growth but coming from a place that there's something screwed up with me there is something wrong with me that I need to fix, it's insatiable, it never ends.

Adela: Yes.

Mike: We always find something wrong and so we can start to have a sense of kindness sense of appreciation and celebration for ourselves in a authentic way in a holistic. Not just all the things that we think our good about us that's important but all of it. What if we could love our flaws? What if we could appreciate even the areas where we struggle? And when we choose to grow and we sign up for telesummit like this or hire a coach or read a book, or take some kind of class of any kind with the intention to improve our self. What if they came from a place that I really love myself, I really honor myself, I'm really proud of who I am and what I am up to and I want to take the next level and that would be exciting versus I'm all screwed up and if I don't figure this out bad things are going to happen. Those are two completely different contexts for us to live our lives from.

Adela: I want to take a moment we've got a couple of questions Mike. I've got more questions for you but I like to take some of our participants who are really I'm sure and enraptured in this conversation because it's extraordinary. This is from Nancy in Fishkill. Any thought some family members who try to keep you from shining with criticism, ridicule, warnings of die or not existing danger etc. I limit contact so I'm already not liked for that but I can't cut it off completely. Thanks,

Mike: Nancy. Thank you Nancy for that question. A couple of things I think I can't relate I'm sure most of everybody listening can relay. I think of that great folk from Eleanore Roosevelt that "Nobody has the power to make me feel inferior without my permission". There's an element of our family

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does and says what they do and then we react however we react. You get to hold psychological conversation and family dynamics and upbringing and all of that but the thing you remember, I remember my Uncles said to me two years ago he said "Listen Mike, you really start stepping into your power and I love it. I just want you to know there's going to be people in the family and in your life that aren't going to like it. So you really are going to ask yourself are you ready for that?" I didn't even know what exactly he was talking about at that time. I was in my mid twenties but I got it and I saw some people in my life and we're reacting to it what I felt is a really strange way. So sometimes when we start shining light we start stepping into our power it does upset people and they're going to react. If we can really practice not taking it personally and that distinction I talked about earlier between our opinions and our truth. It's not true that the people in your family -and I'm not just talking to Nancy but I'm talking to everybody listening - are negative and critical if your opinion they are entitled to maybe some evidence on that. What's the deeper truth? How do you really feel if you get in touched with that? Whether you choose to express that or not you can liberate yourself from it and one thing that we can also practice, I'm all about people being in love with their family and creating as much peace and as much reconciliation as possible but you know sometimes what's authentic for us and what's true for us whether it's family or just other people is to disengage from relationships, not to be meaningful and not to run away but about honoring our self and what we need and want.

So you know, there's no right or wrong answer but can we engage in that process in a more authentic way and really share our truth without attachment to other people agreeing with it, understanding it, figuring our way or even responding how we want them to.

Adela: Great answer thank you. We got another one here from Bryan who seems to be in a really tough spot right now. "Hello Mike at this point in my life is so layered with obligations, restraints, constraints that to even consider what I might really want is too painful mostly just fantasy. All there seems left to do is give up my life, deserving who ever whatever I mean next dreams, visions, material want I have no energy for them. Taking great risk sometimes my natures leads to great fall. I'm happy for those who smile in victory the game is truly very risky. Do you hear a question in this, I'm sure there is one Thanks."

Mike: Yeah. Wow well first of all Bryan, I appreciate the honesty and authenticity of Oten, quotes and sayings and cliché's come to mind and people ask what's really inside for question like that but it's "This too shall pass." How do I, I'm overwhelmed I'm up to my eyeballs and obligations I can't even think about dreams and goals or what I want. It's like things are like

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a pipe dream. Those cases in any case you know it's the baby step. It's the micro movements that we can make in life and starting to curve out just a little bit of time and space from the next of our really busy lives. You know for you man Bryan listen I'm not, you don't have to do anything there's nothing wrong with you, there's nothing wrong with where you are in my perspective, you are exactly where you are and if there's aspects of it that you don't like or it's scary you're not comfortable with. The first and foremost thing to do, and you did it even in sharing that and asking that question, is just to get real about it.

You know the truth will set us free. So that's the first place to start being real with yourself and if there's a desire which there may not be at this moment or some place in the future to start to think about it and delve into a little more of what do I really want or maybe it's just a literally the two minutes in the car on the way to work allowing yourself to think about that or in the shower in the morning. That could be in and of itself an act of boldness for you so you can consider it.

Adela: Yes, sometimes it's just look out and doing a lot of things and see when you're in a place like that.

Mike: Exactly:

Adela: The small things can really create some big shifts.

Mike: Yeah and just honoring that you deserve Bryan, and that all of us do, to have a sense of peace in our life. You know and one more things very simple questions that many of us has probably heard. I had a group in my office the other night. I host some groups sometimes and its kind a vision group. Someone asked the question I heard so many times but it struck me just now Adela, in such a profound way.

And the question was if money worth an issue at all money was completely handled what would you do tomorrow? What would you do this month? What would you do the rest of issue? What would you do with your life? He asked that question and for some reason it sopped me in my tracks. I thought I live that way but I just had a stop and go wait a minute wow what would I do I put out a piece of paper and starting writing things down you know the first thing that came out in my list was rest and without judging myself I stopped and went with him wow time for me to focus more on low and flowing down taking care of myself.

Second thing on my list just came right to me just my own spiritual practice, my own spiritual expression which again is important aspect of my life, absolutely. It was just there, like I would put more energy into that so anyway Bryan you know for you if you didn't have many of those

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obligations as crazy as it may sound but this may activate even more, what would you do? To even just allow yourself to think that might open something up. The reality of your life is the reality of your life. So I'm not trying to obligate some you know advocate some Pollyanna pie in the sky. Just do what you want and I think it's great for all of us and everyone listening to think about those types of things. If circumstances were way different you know we play all those scenarios in our minds anyway what if this happen, what if that you know crazy dooms day scenarios. Why do we play another scenario and just play around and see what excites us, who knows.

Adela: Yes, yes let's create some good stuff.

Mike: Exactly.

Adela: Great possibilities yes. Wonderful. Thank you Mike. I want to take one more questions because I know this one is top of the line from people. This is from Karen in Vienna, Virginia. "Regarding our fear how does one transform this? I find it paralyzing".

Mike: Well in a brief way you know one of the things is to be yourself when everyone else is already taken, in that chapter on transforming your fear.

Adela: Yes.

Mike: It's really about first and foremost Karen is admitting it. That's the first step to yourself. What are you scared about and noticing it getting present to a being aware? Second thing is owning it as yours. No one gave it to you. People in circumstances can't make you scared and they don't make us scared and we react with fears and some of us react with a lot of fear. That's okay. It's just what happen it's a very by the way it's a very healthy and beautiful important emotions. If you had no fear. If I had no fear we'd all be dead. So it's saved our lives many times and will continue to do. So bless your fear, thank you fear. So admit, own it, communicate it, find people in your life you feel safe and you can share with them not, whining and complaining "oh my god I'm so scared". Yes, but really get into the feeling of it. "I'm feeling really scared" and maybe you start just writing it down it's safer that way and if she hears what you're scared, because usually when we put it out there bringing out on the dark into the light.

We're not scared of like ten thousand things. The boogie man in the dark is usually scarier than the boogie man in the light. We put it in the light. Here's what I'm scared about and so admit it on communicate it and then we start to practice clearing it out. How you can do that again is like allow yourself to emote it. Scream it out, jump whatever you can do write it all out another things that I love to do is to write out all my fears on a piece of

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paper when I found myself really nervous and scared about something, write them all out, and read them back to myself sometimes I write three times over to really get the point.

Literally take the paper and rip it up, burn it or flush it down the toilet destroy it physically it will be a message to yourself subconscious I'm releasing them, releasing this. Karen whether you're a mediator or not if you can close your eyes and visualize that fear being lifted off of you and transform then start to see how you want it to be in that particular area of your life where in relation to whatever your scared about that will start to shift. It won't take it away completely but you start practicing that and start being more comfortable with the admission, the ownership, the expression, the communication of your fear, it will start to move.

Adela: Oh that's such a wonderful process. We got a process for getting rid of fear. For moving it, for shifting the energy it into its potential. Thank you so much Mike. If you could just speak really quick about the power of action with authenticity, just as a signing off.

Mike: Yes. Well one of my favorite sayings is not what we know it's what we do that matters. So all of this that we've been talking about, where it gets real, where we move through things, where we actually transform our life is an action. It's in conversation, it's in practice, it's in the real life, its in our real business, its in our real relationships. Its one thing for me to talk about is being honest and real. It's a lot easier to talk about it than it is to actually do it.

So we got to get in the game. I'm a former football player like get down in the field and get in the game. When you get in the game sometimes you making error sometimes you making fall in your face, sometimes you feel uncomfortable but you also have the opportunity to win. It's not just about winning but you experience the excitement, the joy, of the game.

So this inner game process of authenticity that we've been talking about where it shows up your real life, in your real business and you know sometimes it's like that other great things. You jump and you hope to find your wings on the way down. That's what we got to do, if we're going to really live this way.

Adela: Yes. Michael it's been such a pleasure having you here and there's been so much immense hour that we spend together. Thank you so much for coming to our program.

Mike: Absolutely. Thanks for having me and thanks for what you're doing. I'm honored to be a part of it.

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Adela: So folks you've got to get his book at [beyourselfbook.com](http://beyourselfbook.com). Mike it's really been a pleasure to have you here that you shared so much there was so much content in this call and I'm going to have to listen to it again. Especially this whole process around fear for me was very beautiful.

Mike: Thank you