



Fear and Success

The Emotional Intelligence of Business Acumen

Fear is always present in business. Let's face it, there is big money involved. Where there is reward, there is risk. When we act out of fear, we lean away from risk, sacrificing rewards. It is this kind of mindset that has led American businesses to choices based on excessive caution. The current climate of overly conservative action has come at a great cost to the economy and to our wellbeing.

Fear is a momentum of thought, a climate that spreads throughout a community, based on the zeitgeist of the time. Bad things have happened. This has led us to feeling as if the aircraft is out of control and there is no way to recover from our given situation. This tuck and roll behavior is what generates financial decline.

The only option remaining is to think outside this mentality. We must think courageously and act with the belief that what we do will succeed. This was always the formula for success in the past, so it is a good bet that changing the way we think is the only way ahead. We must be hopeful and believe that great things are coming.

We are the people who landed on the moon. We are bold and we have incredible ingenuity, and when we choose to ignore our fear and do what is right, we can change the world. In a new climate of inspiration and positive expectation, we will make the brave choices that will lead to greater prosperity for all. Fear will always be in the room, but if we make a vow to move through the resistance bravely, we can expand as individuals, and as a culture. Let me help you to work beyond the fear mindset to be the brightest version of you, so that America can once again reclaim our true power.

**To schedule a *Fear and Success* seminar with Brian Germain,
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