

PLAYING BIGGER

- Love-based
- Teacher / Thought Leader
- Unlikely populist hero / natural pedestrian charisma
- Synergy and alignment
- Maximum impact and broadcast reach
- Generous Networker / Matchmaker on others' behalf

- Fear-based
 - Wannabe celebrity/guru
- Ego need for adulation, status value and respect
- Quantity more than quality
- Money more than meaning and message
 - Selfish Networking*
- Comparing self to others

FOCUS ON SERVING OTHERS

- Minor stage fright
- Small but fulfilling practice
- Primarily local and/or 1:1
- Cobblers' Syndrome
- Currently reassessing existing biz model to seek leverage
- Customer service-oriented
- Selfless perfectionist
- Paralysis of Analysis
- Procrastinator, with wonderful intentions
- Possible Tall Poppy Syndrome

- Major stage fright
- Fear of failure or success based on past experiences with increased visibility
- Negative emotions about self, biz and others
- Self conscious and afraid of rejection or judgment
- Burnt out/distrustful from past
- Fear of Success / Tall Poppy Syndrome
- Or sometimes just a little lazy

FOCUS ON PERSONAL NEEDS

PLAYING SMALL