



Fear Can Hurt Your Business

By Dr. Linda Hancock

ABOUT THE AUTHOR

Dr. Hancock has written a regular weekly column entitled “All Psyched Up” for newspapers in two Canadian provinces for more than a dozen years. Over the years, her readers and clients have said that they have benefited from her common-sense solutions, wisdom, and sense of humour. Dr. Linda Hancock, the author of “Life is An Adventure...every step of the way” and “Open for Business Success” is a Registered Psychologist who has a private practice in Medicine Hat. She can be reached at 403-529-6877 or through email office@drlindahancock.com

Published

March 19th, 2011

I often tell clients that fear forms the bars of our own cages. When we are afraid, we tend not to take risks. This can hurt your business in a number of ways:

1. You might not do the things that you know how to do - Many of the people I know are extremely intelligent and skilled but they are so afraid of things that they become immobilized. Instead of offering their talents to the world, they shrink into a state of self-doubt and then feel upset because they know that they could do better if they were just bolder.
2. You might not take the steps to expand the business - There aren't any guarantees in life and, if you are in business, there is a certain degree of risk involved. Perhaps you need to borrow some money or introduce a cutting-edge service in order to stay ahead of the competition. If you are afraid of change or scared that you might not succeed, then you may miss out on a wonderful opportunity.
3. You might not stand up for yourself and your business - People who are afraid of the opinion of others, tend to stay in the background and keep quiet even when the truth is not being spoken. They do not have healthy assertiveness skills and therefore allow others to bully or unfairly criticize the things that they have built.

One of the ways to conquer fear is to do good research. When you consult and gather information about what you are considering, you can make a more intelligent decision. Talking with others will help you to become aware of the strengths and weaknesses of your ideas. You can feel affirmed and supported, knowing that you have a good plan that will focus on the positives and, at the same time, reduce the negatives. When you create a good plan and test it with expert consultation, you have a better chance of succeeding and will likely have the confidence to move forward.

Learning about assertiveness will help you to know what you need and how to ask for it in a healthy manner. You might decide to take a course, read a book or even set up an appointment with a therapist who will be able to help you in this area. Soon you will find that you have the ability to stand up for yourself and your business.

Remember how I said that fear can form the bars of our own cages? Well, freedom is only a few steps away. When you begin to confront the fear and adopt good strategies you will be able to use the talents you have, expand your business and defend it confidently.