

# WHAT STANDS IN YOUR WAY

What you are up against if you want to change your experience of life.

## The Smartest People in the Room tend to create lives that are pretty good.

They might even be amazing by the rest of the world's standards but which they experience as an 8/10 life across the board.



Growing up, you learned to fear, and consequently avoid, 0/10 experiences in your life.



These experiences would be the devastation caused by failure, heartbreak, disappointment, etc., and the way your parents, siblings, teachers and peers responded to you experiencing this devastation.

Perhaps your parents placed a high-emphasis on creating security, or gently poked fun at you when you were heartbroken for being dumped by someone you loved.

OR

Perhaps it was simply that they didn't know how to respond themselves when you were experiencing this devastation. Whatever it was, you came by this honestly.

"Totally fine for you to be sad, son. You just need to get over it so you can do what's next..."

Notice that even the most benign or loving feedback can create this experience.

To survive and thrive in a world where these 0/10 experiences were unacceptable, you created some pretty smart solutions.



- Become really good at identifying, mitigating for and militating against risk.
- Make sure you always have enough money in the bank to cover yourself if things go bad.
- Fixate on not wasting time and money.
- Don't jump until you're sure you're ready.
- Find flaws and problems in romantic partners before you even start to experience love for them.
- Protect your heart against truly falling for someone.
- Become masterful in learning the rules of whatever game you're going to play.

These are not bad strategies.

They have helped you survive and thrive in the face of the reality you were given and trained in – that failure of this kind was simply unacceptable.

However, while these strategies provide many benefits, they also have consequences.

Brace yourself.

I'm pretty sure this is the part where they tell us how we suck.



These solutions have left you without the ability to experience a 0/10.



The longer you go without experiencing failure, the more significant it becomes when you do, and the more inclined you are to protect against it happening.

You end up living a life experiencing 8/10's across the board, as this is the best things can get without risking more.



As you continue to resist failure, 2/10 failures start to feel like 0/10s and you stop being willing to risk even that much in your life.



It feels like you're putting things at risk and leaning in, but you can tell that the life you are creating is safe – it's an 8/10.



You credit this experience of life to labels like 'I'm a perfectionist'. Which is true, and in the way of what you want, but not for the reasons you think.

You find ways to create short term experiences of 10/10 in your life, without having to risk the 0/10's you fear. These strategies tend to be externally based.

Eg: Ayahuasca, Alcohol, Marijuana, Sex, Affairs, Meditation, Retreats, Vacations, New Cars, Houses, Promotions, etc.



You also try to find ways to think and rationalize yourself into feeling like your life is a 10/10. Which is fine, and it is good to be able to see the positive in everything, but this is basically you hiding your truth from yourself.

Eg. You can convince your head that the sexless and loveless marriage you have with your partner is fine and serves your needs, but your heart is always going to be left wanting on some level.

Finally, you may try to quell or censor this desire for more in life. This ultimately justifies an 8/10 life, and is another way to create a life where you don't have to risk 0/10's.



I just need to shift my mindset so that I could create what I currently have as a 10/10...



On the plus side, if you rationalize enough, you don't really have to feel the pain between the 8/10 you've created, and the 10/10 you really want.

All of the above is the water you swim in.



YOU...

- Reject evidence that there is something different available or even possible.
- Create a world that conforms, confirms, colludes and reinforces this pattern and its accompanying beliefs.
- Gather evidence for why this pattern is not something created (by you), but rather objectively true in the world.

The combination of all these things makes up your **CONFIRMATION BIAS**

Consequently, you've got a problem if you want to hire a coach, or create a deeply impactful change in your life...

○ Your entry point is tepid, because your life isn't that bad, and your confirmation bias will keep you from desiring the things that would really create a 10/10.

○ You hide from yourself the very thing that would have you be a 10/10 HELL YES to transformation (and coaching), the same way you do everywhere else in life.

○ Given that transformation requires a leap of faith, your challenge is especially pronounced.

○ Your tendencies mean you are much more likely to focus on the chasm, rather than the life that is available on the other side of that leap.

○ Predictably, your YES will show up as an 8/10 yes. Rather than a HELL YES, it will be more of a "Yeah, I can see how this might help me".

So this is where you are.

If you want to break that up, then the first step is in front of you. If not, then that's okay too.

1.

The practices below may support you in softening some of the patterning you have created for yourself.

2.

The real work starts when you take the leap of faith, rather than waiting for a HELL YES. That leap will expose you to the 0/10 kind of risk.

3.

It's not actually about thinking about this further. It's simply about choosing that you want things to be different.

4.

You can take that leap today, or you can think about it for another two years, or you can wait until you retire, or you can never do it. The choice is yours, when you are willing to choose it.

## PRACTICES

- Notice yourself justifying why you need to create for 8/10, or why a particular aspect of your life isn't actually an 8/10 ("This really is a perfect fit for me right now! Sort of... ish...")
- If you want to create the life of your dreams, you may need to start by setting aside your belief that this is as good as it gets. What would you wish for if anything were possible?

- Notice the ways you avoid ever having to face a 0/10 experience. How do you protect yourself from devastating heartbreak? How about devastating failure? How do you stay safe from crushing disappointment and let down?
- Notice yourself dismissing or finding reasons for not going for the real 10/10's in your life.

## THE BOTTOM LINE

Your YES to transformation and coaching will likely not be a 10/10 – it will be an 8/10.



Are you willing to let that be sufficient, as a starting point?



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