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## Article: Feel the Fear and Do it Anyway

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### ***What would you do if you knew you could not fail?***

I'm in the process of writing a book on credibility. Although I've had several articles published, this is my first foray into book writing. So it's unfamiliar territory.

Occasionally I hear a little voice saying "*who are **you** to be writing a book?*" I am able to accept this voice, knowing it has a positive intention of keeping me safe. There are lots of unpublished books out there and if I don't write I don't risk failure. So almost immediately after this first voice another voice responds "*who am I **not** to?*" and I carry on in my venture.

The doubting voices add to the other messages people have been told about how they should behave, what is expected of them, what is possible and not possible. These messages are often given with good intentions – "Don't take risks, they're dangerous" or "to stay safe don't do anything risky".

In her best-selling book '**Feel the Fear and Do it Anyway**', Susan Jeffers points out the fear is "*I can't handle it*". When there is a risk, the mind discourages taking action, so it's all too easy to avoid taking risks.

### **So why take risks?**

Risk-taking has many benefits. In terms of increasing your personal credibility, three are below.

#### **1. An increase in personal self-confidence and in your ability to cope**

By its very name a risk is something that there is uncertainty about. Most people dislike uncertainty. Most people are more comfortable and feel more secure and safe in the known, their 'comfort zone'. Doing something unfamiliar means going outside your comfort zone so it's a challenge.

If you stay in your comfort zone you will not know what else you are able to do, where you can develop, grow; improve your capability and skills. Every step I've taken outside my comfort zone has given me opportunities to develop my skills and knowledge. It also reinforced my belief in my ability to cope with uncertainty and challenges.

#### **2. You are seen as someone who initiates**

*"If you do what you've always done, you'll get what you've always got"*

Change is a given and the individuals and organisations that don't change or respond to change will lose out. You can try to deny change or you can work with it, looking for ways to innovate and initiate – proactive behaviour.

This behaviour will often mean your head is above the parapet, which can lead to feeling vulnerable. You are vulnerable. However as visibility and exposure has been identified as impacting positively on promotion<sup>1</sup> this behaviour gets rewarded.

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<sup>1</sup> **H Coleman 'Empowering Yourself - The Organizational Game Revealed'.**

*When assessing people for promotion 60% of weight is given to visibility and exposure, 30% to image, 10% to performance*

### 3. You will manage your time more effectively

Every activity you spend time on is one of only two types:-

- Maintenance
- Progress

Maintenance activities are those that keep you in the same place - routine activities, doing the same thing the same way. Progress activities are those which move you on, they are activities that will improve effectiveness in the future.

#### *An example*

Someone word processes documents on a regular basis. This activity takes a proportion of their time. It's not cost-effective to outsource, so what are the options?

**Option one** - type up documents.

Outcome - status quo - *maintenance activity*

**Option two** - take a typing course.

Outcome - takes less time to type, less mistakes – time saved - *progress activity*

**Option three** - purchase voice recognition software.

Outcome - takes less time than typing, less tiring – time and energy saved - *progress activity*

#### **The benefits of carrying out progress activities:-**

- The rewards when activities payoff (more time, more confidence, less stressed, less tired)
- An increased feeling of empowerment and positivity as you are influencing your world rather than feeling you cannot influence it

#### **Call to action**

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Identify an action/activity that you perceive as risky.

Assess the return on investment by responding to these questions

- How might doing the action/activity impact on your self-confidence and your ability to cope
- How might doing the action impact on your visibility?
- How might doing the action/activity enable you to manage your time more effectively?



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## About the Author - Krista Powell Edwards

Krista is a very experienced and highly qualified consultant, coach, facilitator, trainer and author.

She uses her experience and expertise to support individuals and organisations to enhance their effectiveness and performance.

Krista is currently writing her first book on how to effectively communicate credibility.

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### Expertise and experience

Krista has developed her expertise through

- An extensive track record of supporting organisations in the UK and internationally since 1995.
- Masters level research in the factors that affect the achievement of workplace performance.
- Extensive Continuous Professional Development (CPD), (including regular attendance at conferences and development programmes).
- Research of 'best practice' consultancy, facilitation and learning and development
- Qualifying as a Master Trainer, Master Practitioner and Practitioner in Neuro-Linguistic Programming (NLP).
- Designing and delivering 500+ training and development programmes.
- 20+ years as Chartered Institute of Personnel and Development (CIPD) volunteer - branch chair, council representative - supporting the CPD and performance of 7500+ HR professionals.
- Lecturing at a university (International Human Resource Management).

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### Specialist areas

Krista specialises in three main areas:-

**Credibility** - How to communicate credibility for influence and positive impact in the workplace

**Credible HR** - Enabling HR to add value to the organisation

**Personal Effectiveness Skills** - Support in developing confidence, credibility, influence, time management and assertiveness and conflict management skills so that individuals and teams are able to perform effectively.

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### Services

Krista offers support in **workplace performance improvement**.

Tailored, cost effective

- Consultancy and Research
- Coaching
- Facilitation
- Training and Development

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### Contact Details



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