

How to Embrace

THE
FOUR
FE4RS®

of Business Ownership

Take Yourself to Court

Mark
FRANKLIN
THE FOUR FEARS® GUY

EMBRACE YOUR BODY OF EVIDENCE EXCELLENCE

Your Courtroom 'Play for Today'

As per the book, you are invited to act out your own courtroom drama, taking a specific business *Fear*, that you are currently hesitating over, and moving to dismiss it as being unnecessary, unfounded and untrue.

Invite colleagues, peers and or friends to tell the story, using the script below - but adjust it to match your specific hesitation or interruption.

The cast for our courtroom 'play for today'

- **The Defendant** – You
- **The Witness** – The Fear(s)
- **The Prosecution** – Emotion
- **The Lawyer for the Defence** – Logic
- **The Judge** – Irrefutable common sense

Now, let us identify (and share with the court) the *Fear* you wish to put on trial. We shall refer to this from now on as *The Crime*:

Court is in session - Let us begin our play

The Prosecution: If you please, M'lud, we will, today, prove that the defendant rightfully and sensibly chose not to take action in their business, as any such action would have resulted in the unavoidable crime of *failure*.

The Lawyer for the Defence: M'lud, it is our intention to prove beyond reasonable doubt that *failure* (as my learned friend has referred to it) was an exceedingly unlikely outcome and, as such, the hesitation of which my client has been accused was both unnecessary, avoidable, and unlawful.

The Judge: Let us have the first witness, please.

(The Fears take the stand)

The Prosecution: Please state your name for the record.

The Fears: *The Four Fears*[®] of Business Ownership.

The Prosecution: And do you swear to tell the truth, the whole truth and nothing but the truth?

The Fears: Well, I am borne out of an emotional reaction to a situation or outcome, so... er....

The Judge: Let us come back to that bit, shall we?

The Prosecution: Oh... okay. Right, well, er, Mr Fears, where were you in the moment that the hesitation—

The Lawyer for the Defence: Objection! Alleged hesitation. Counsel is leading the witness.

The Judge: Overruled. Hesitation has been established (and I am keen to see where this line of questioning goes...).

The Prosecution: Thank you, Your Honour. Mr Fears, can you describe what you witnessed in the moment the (ahem) alleged hesitation took place?

The Fears: Right, of course. So, I was hanging out in the amygdala[†], minding my own business, like, and I saw this person think about doing something new. Something brave. Well, you see, it's my job to stop that kind of nonsense, so I intervened, didn't I?

The Prosecution: Thank you. And, by intervention, what do you mean exactly?

The Fears: So, my job is to keep this person safe. Prevent them from doing something that will get them into trouble. What I do is I start whispering in their ear. Telling them things...

The Prosecution: What sorts of things?

The Fears: Things like, "they're not ready. They're not good enough. They don't have time. They're gonna scr— (sorry M'lud) they're gonna mess up. You know... fail!

The Prosecution: I see. And you say that your objective is to keep them safe. What is the exact nature of your interest in their safety, Mr Fears?

The Judge: Ooh, good question!

The Fears: Well, you see, *failure* can be dangerous. They might get hurt. And if they get hurt (or even die), then *poof!* I'm gone too, ain't I?

The Prosecution: So, a form of self-preservation, as it were. Seems perfectly reasonable to me, Mr Fears. And to clarify for the court, this person you were protecting – are they in this room today?

The Fears: They are.

The Prosecution: Would you be so kind as to point to them?

(The Fears point at the defendant [you])

The Prosecution: Let the record show that the witness clearly pointed to the defendant. Thank you for your time. No further questions M'lud.

The Judge: Your witness Logic

The Lawyer for the Defence: Thank you, Your Honour. Mr Fears, you sound like a very caring individual.

The Fears: Oh, er, thank you.

The Lawyer for the Defence: And yet I sense you are not telling us the whole story.

The Fears: I'm sorry?

The Lawyer for the Defence: I bet you are... I bet you are... Mr Fears, you told my learned colleague that "*Failure* can be dangerous". I can ask the court stenographer to read that back if it helps... Mr Fears – what do you mean by *danger*? Do you mean life or death?

The Fears: Well, at one time...

The Lawyer for the Defence: But not now? So, the *failure* you wish to protect the defendant from... tell us exactly what that looks like.

The Fears: Erm, well, looking a bit silly. Avoiding what other people might think. Just ensuring things don't go wrong really.

The Lawyer for the Defence: Interesting. I'd like to explore all three of those with you if I may, Mr Fears, starting with "looking silly". By "looking silly", what danger would the defendant encounter?

The Fears:

The Lawyer for the Defence: Let me put that another way, Mr Fears. In the past, who has actively told the defendant they look silly?

The Fears: Well, I've raised it—

The Lawyer for the Defence: Other than you Mr Fears?

The Fears: No one for a while... but then I haven't let them look silly. That's what I do.

The Lawyer for the Defence: And what IS *silly*, Mr Fears? What impact would looking silly actually have on the defendant?

The Fears: I don't know what you mean.

The Lawyer for the Defence: My question is, in fact, two-fold, Mr Fears. Firstly, what actually IS *silly*?

The Fears: I guess it's a matter of opinion...

The Lawyer for the Defence: Yes. Yes, it is. And, supposing the defendant was *silly* – who would this *silliness* actually harm? I mean genuinely, physically, or emotionally harm?

The Fears: Well, they themselves might not like the *silliness*.

The Lawyer for the Defence: So, moving on to the second point you made about “what other people think” – in your own words here, other people might not ever notice or comment on the *silliness*. The only person the *silliness* might affect is themselves. Hmm... and what if they choose to *like* the *silliness**? Because that is their right, their choice. Just in the same way that the choice of worrying what other people think (even when you have no evidence to suggest other people have raised thoughts or concerns, Mr Fears) is something the defendant is able to make for themselves. Am I correct, Mr Fears?

The Fears: Yes bu—

The Lawyer for the Defence: Yet through your actions you have denied the Defendant that decision or that control. Is that not the case Mr Fears?

The Fears: Bu—

The Lawyer for the Defence: No further questions at this time Your Honour.

The Judge: Thank you, Mr Fears. You may return to the amygdala. Who is next to the stand Emotion?

The Prosecution: I would like to call the defendant, please, Your Honour.

(You take the stand)

The Prosecution: I will ask this simply and directly – did you or did you not hesitate?

You: I did.

(The court gasps)

The Prosecution: No further questions M'lud.

The Judge: Are you sure? Don't you want to ask why?

The Prosecution: I'm good, M'lud.

The Judge: Seems like a shortcut to speed up plot exposition, but okay... your witness Logic.

The Lawyer for the Defence: Thank you, Your Honour. My first question then is, why hesitate?

You: The previous witness has repeatedly warned me that I'm not ready, not good enough, that I don't have time and that I might fail. These accusations have left me feeling less brave and less confident.

The Lawyer for the Defence: I am sorry to hear this. And yet I do not believe these accusations to be true. If it pleases the court, I would like to present a collection of evidence. Before I do, I ask the defendant, by what standard do you currently measure *failure*?

The Judge: Ooh, another good question!

You: I suppose when things don't go according to plan...

The Lawyer for the Defence: "When things don't go according to plan" – a perfectly reasonable response. And can you think of an example, or examples, when things have not gone according to plan?

You: I can.

The Lawyer for the Defence: And in those moments, what harm has come to you or those around you? I mean, who has actually been physically or emotionally hurt?

You: Well, it stung me for a bit but—

The Lawyer for the Defence: But you kept going...?

You: Well... yes...

The Lawyer for the Defence: Why?

You: Because I learnt from the experience and felt that next time, I wouldn't fail that way, again.

The Lawyer for the Defence: Interesting. Your Honour, I want to put these *failures* into context, starting with Exhibit A.

(The bailiff brings Exhibit A to the front of the courtroom)

The Lawyer for the Defence: Would the witness please describe the item brought before the court.

You: It looks like some kind of record of everything I have ever done throughout my life. What are those labels?

The Lawyer for the Defence: Indeed it is. Your Honour, to save us time, I have taken the liberty of labelling (with brightly coloured sticky notes) every entry in this record where the defendant has believed themselves to be either not ready (those are the red labels), not good enough (those are blue), has been held back by an assumed lack of time (green), or has, based on the definition they have just shared, failed (those are the purple labels).

Looking at the number of pages in this record and the number of sticky notes identifying historic hesitation, how often have you hesitated in the past?

You: It looks like a reasonable number of times.

The Lawyer for the Defence: And yet look at the purple labels – the *failures*... Again, looking at the number of pages in this record and the number of purple sticky notes identifying *failure* (and I should clarify I have labelled *failure* based on your own definition), how often have you actually *failed*?

You: There aren't as many as I was expect—

The Lawyer for the Defence: An EXTREMELY low failure rate, Your Honour. Another point I would like to make, if it pleases the court... The most recent purple sticky note... is that the very last entry in your overall story?

You: It is not.

The Lawyer for the Defence: Logically, then, it would seem that even when you have, by your own definition, *failed*, this has not been a story-ending catastrophe and that, again in your own words, you have "learnt from that experience in order to move forward".

You: I hadn't thought of it like that.

The Lawyer for the Defence: Hmm... you "hadn't thought of it like that". And might that be because our previous witness has, as this evidence clearly proves, greatly exaggerated both the frequency and the resulting damage *failure* can create?

You: That makes sense.

The Lawyer for the Defence: I then also put it to the court that, in spite of hesitation and occasional yet beneficial (even necessary) *failure*, the defendant remains able to thrive and/or flourish.

The Prosecution: Objection! Speculation!

The Judge: Denied. Continue please, Logic.

The Lawyer for the Defence: Thank you, Your Honour. I also put it to the court that the quantity and the impact of these hesitations would be greatly reduced if the first witness had not deliberately misled the defendant. In fact, *flourishing* would be more evident in the record, if it were not for the emotional trickery played out by the first witness.

The Prosecution: Objection! Speculation again!

The Judge: Still denied. But I would ask you to get to the point, Logic.

The Lawyer for the Defence: Fair enough Your Honour. I have no further questions for the defendant and would like to enter my closing statement.

The Judge: Proceed.

The Lawyer for the Defence: Thank you Your Honour.

We have heard some compelling testimonies from both sides today. A witness whose primary motivation is to protect the defendant from harm. Noble, yes. But often inappropriate.

The evidence presented as Exhibit A – the record of our defendant's life story – clearly demonstrates that *failure* (as subjective as it is) is not a dead end. It leads to learning and stimulates progress.

Hesitation is inevitable. It happens. But the *end game* behind that hesitation (i.e. what we believe that *waiting* or *not trying* will save us from) is misaligned. It is out of date in the world we live in now and, should we choose to not *wait*, should we, instead, *try*... then even if things do not go according to plan, we have still moved forward. Our life story – full of joys, successes, and *failures*, remains a work in progress. The only time that story ends is if we allow a hesitation to become a full stop.

The Fears have the power to exacerbate hesitation into that permanent ending. But they have not so far... And the more we lean into that record – that body of evidence reminding us how many times we WERE ready, and WERE good enough, and DID have time – we are reminded of our capacity to thrive. And so the smaller the hesitations become. In fact the less we hesitate (and even when we do), the quicker we bounce back to a state of being *ready, good enough, and having time* to try again.

M'lud, I do not blame *The Fears*. Their intention, as I say, is noble. But if we were to adjust our relationship with them, reduce our unchallenged acceptance of their overprotective nature, and embrace them as critical friends, whose job it is to measure our actions and ensure they serve our path to success, maybe those *Fears* could become our allies.

The labelled record of evidence proves, without a doubt, our capacity and capability.

It proves that hesitation is avoidable if we choose to listen to our heads more than our hearts. It proves that *failure* is not inevitable.

As such, I call for the court to dismiss this case and allow the defendant to thrive, as is their right.

The Defence rests.

The Prosecution: *(under their breath)* Bugger!

The Judge: Thank you Logic. Emotion would you like to share your closing statement?

The Prosecution: Thank you, M'lud. I would re-iterate that *The Fears* are ultimately a form of protection with noble intent. And whilst their relevance in terms of actual survival has greatly diminished in the past few centuries, I echo my learned colleague's sentiment that they still have a place and should be embraced rather than dismissed. The Prosecution also rests.

The Judge: I thank you both. This has been a fascinating case. I now appreciate and better understand the arguments from both sides. A healthier relationship with *The Fears* is, to my mind, the most sensible outcome. Whilst they seek to protect us, they might equally prevent us from repeating and expanding on the successes we have already enjoyed. Our stories are full of bravery and brilliance, and I would remind the defendant (and anyone watching this

case with interest) that believing we are (or are not) ready, that we are (or are not) good enough, and that we do (or do not) have time are all choices that we and we alone control.

Emotion will sometimes pull us towards a choice that does not best serve our growth. By looking back at how far we have come, and accepting and taking pride in that journey, we will better prepare ourselves to call out misplaced emotion and choose logic instead.

The risk of *failure* is, in fact, an opportunity to grow. *Danger = Opportunity*. Our story so far gives weight to the scales and tips us in favour of growth.

The challenge, therefore, is to be honest with ourselves as to which chapters, paragraphs, or even sentences from our story require a coloured sticky note to remind us of our successes.

And here is a thought I would offer my learned colleague Logic when next labelling up such a record. Look not to label the hesitations. Instead label the brave and brilliant actions, the small wins, and the audacious *Victories*. I wonder if the number of sticky notes would increase should you choose to look for the positive first?

Case dismi—. Sorry... case embraced!

And... (as they say in the theatre) scene

What was the outcome of your court case?

Were you able to prove (by focusing on logic rather than emotion) that the *Fear* was unnecessary, unfounded and untrue?

How does this realisation make you feel?

How will this 'verdict' affect your next encounter with hesitation or *Fear*?

Thank you for taking part - onwards to Victory!