

Nuggets and Bright Lines

- *Know Thyself*
- *Be Authentic*
- *The power of Self Image*



Epithets

Here's a great one too really leverage things,. Do you know what an epithet is? An epithet is a descriptive characteristic attributable to the person or thing in question. Essentially it is what you are or are perceived to be. Let's take it both what you are and what you are perceived to be. Actually the only perception that really matters is your own but that is another topic altogether. For the purposes of 'epithetic simplicity' let's say we are talking about descriptive characteristics of who you are.

Just to highlight with a story. The other week I was having a number of conversations with someone close to me. The topic was around business and property and how this person felt about their situation. Despite being relatively successful in this area already, they were feeling 'stuck' and somewhat depressed about the situation. What transpired, as we talked and he explored specifics as to how to progress, was that he was only able to make quality decisions to move forward in the particular area of business when he had come to an understanding of who he was, what he stood for and what he therefore really wanted. Up to this point he had spent many months treading water, not in a 'good place' and unable to make progress.

The key to being able to move forward was nothing to do with the specifics of business but who he was as a person. The lightbulb moment was when he understood emotionally that when and only when he took the time to explore, understand and know who he was, would any decisions he made be good ones. They would be good ones because they would be aligned with who he was and no matter what anyone else thought they would be his. He could own them and be happy with them. More than that, the wrestling with decision making would actually fade as when you know who you are, the path lights up and the way becomes clear.

I have recently done a podcast on the subject of identity, which fits in really well with this subject. In addition a recent interview with a guy called Ed Mylett on Rob Moore's Disruptive Entrepreneur Podcast hammered home related aspects of this topic. Ed Mylett used identity as the subject to talk profoundly about self sabotage and our regulatory success thermostats. He reminded us that no matter where we get to in life, our self

image is the key determining factor that will bring us back in line, each and every time. This is powerful stuff. Embarrassingly I've heard it many times. How many of you recognise the cycle of working hard towards something, achieving it and then over a relatively short period of time returning to a recognisable baseline that seems to be you norm. In reviewing my own life there are painful instances of this occurring time and time again.

It seems we are back to self image, the deep inner beliefs and convictions we have about ourselves. These beliefs dictate what you allow into your mind, what you reject, who you allow yourself to associate with and how comfortable you are in all situations. It's your regulatory system that automatically and subconsciously brings you in line constantly. It is directly related to this subject of epithets. Whatever attributable characteristics you allow yourself to be are what form your self image and this in turn runs your life.

So how do we use this knowledge? In essence we need to consciously identify what we wish to be like, what characteristics we wish to demonstrate. What is important is that it is not about having and accumulating. It is about who you are. Successfully and happily owning things are secondary results of who you are. If you have a self image that includes an epithet of someone who is financially astute then material wealth will be a natural consequence of this. Focusing on owning a beach front home and a Ferrari may well get you these items but contentedly having them as long term facets of your life is a different thing. The differences are subtle but critical. It is often these nuances of thought that make all the difference.

So we need to take the time, as long as it takes to get us up and running to identify what we wish our lives to be like. Such a task is not easy for many of us. Few of us have been brought up to have such thoughts and go through such a process. When we have some clarity, and remember it is not about getting perfect as things will change, we can identify what characteristics we will need to have. These are internal goals that make you feel powerfully you. Will you get them all down in one sitting? May be not. Will you get it right first time" Probably not. Get something down, take a baby step and get perfect later. Remember what the journey of a thousand miles begins with. This list of epithets will become the blueprint of your life. It's that powerful. It won't happen by magic but it will happen by taking small steps towards it. So this is step one.

I have wrestled with the question of whether to share my own personal epithets. I considered they might serve as an example. I run the risk of judgement, but hey ask Emerson about that. I have listed them and made additional comments as to their particular meaning to me.

Authentic

Being yourself, unique and in touch with your inner being, your soul. To be prepared to be crucified and withstand the heat from 'the committee of they' of being yourself.

Present

Disciplining yourself to be gently focussed on every task.

Honest

To speak the truth gently and strongly, quietly and clearly, no matter what.

Patient

Amor Fati. To love what is.

Brave

To do what is right no matter what. To carry your cross and be prepared to be crucified with dignity.. It encompasses non conformity, authenticity and continuous awareness and personal vigilance.

Loyal

To be steadfast in your commitments despite the veritable temptations.

Reliable

To do what it says on the tin. Period.

Humble

To remember the power is not of us.

Determined

To remain on course, maybe to rest but to resume and try again.

Resilient

To face and endure, take one more step carrying your cross and to strengthen your inner fortress.

Now, what are yours?

The Author

Rob is a UEFA qualified coach with a League Managers Association qualification and a science and medicine background. He has worked in the football industry in Europe, The USA, Asia and Africa; at International, Premiership, League, Non-League and grass roots levels with both World Cup and European Championship experience.



Website <https://www.robryles.co.uk/>
Podcast: <https://apple.co/2OaaMRh>
App <http://www.ourgameapp.online>
Patreon <https://www.patreon.com/robryles>
Facebook <https://www.facebook.com/Leader.Manager.Coach>
LinkedIn <https://www.linkedin.com/in/robertryles/>
Twitter <https://twitter.com/robryleslmc>
Instagram <https://www.instagram.com/leadermanagercoach>
Youtube <https://bit.ly/2N2assD>