

Ché Guevara rightly said "freedom implies taking risks" yet so many of us are reluctant to take them. Why is this so? Why do we just not take NIKE's advice and 'Just go for it' more often and more consistently?

What prevents us from taking more risks in the cause of our own lives?

### 1) Limiting Beliefs;

the first thing that holds most people back from setting goals are our limiting beliefs. Many people only dream about what they would love to have. When it comes to committing to a specific target and plan, we don't even bother. Something inside us says 'there is no way'. We allow ourselves to believe it's too difficult and we simply don't have what it takes.

On one hand we know that these are nothing but limiting beliefs and unless we break past these generalizations about ourselves, we will never dare to design goals that drive us to the next level whilst at the same time we continue to fantasise about a magical 'one day, some day' when it will all come right and fall into place.

### 2) We Don't Know What We Want

'But... I don't know what I want!' This is probably one of the most common responses I get from people. I bet if I gave these people a magic lamp and told them that they would be granted anything they wish for, they could start making up a whole list of things real quick!

It is not that people don't know what they want. What has truly happened is that most people have stopped daring to dream. I believe that as kids, all of us had fantasies and dreams of what we wanted to have and be when we grow up. However, as we went through life, we meet with so many failures and disappointments that our rational, critical mind has forbidden us to continue day dreaming anymore.

Whenever we get excited about something, our internal voice will rush in to tell us, 'it can't be done' or 'you cannot do that' 'that's impossible.' 'grow up, get real'. (It could even be an echo of our parents' voice, if we had stern, no-nonsense parents). As a result, this blocks our creative juices and deflates our passion - the very elements we need to create and design a life of freedom.

We need to learn how to unlock our imagination and set our creative minds FREE....free of fear and inhibitions so we can dream clearly and with growing excitement of what we truly want out of life.

### 3) Fear of Failure

This fear of failure, of rejection and embarrassment is what probably paralyses most people from even starting out. I had a participant in one of my seminars who never dared set goals because of her intense fear of failing if she did not achieve what she had set her heart and mind to.

In her mind, she reckoned that if she did not set expectations, then she could not fail!

A friend did something similar when he was sitting for his final O level examinations over 40 years ago. He was sure he would fail maths (which he hated), and so he decided he would rather not take the exam than have a fail mark!

Sounds crazy, but many of us avoid the risks of freedom in similar ways. We limit our expectations to minimise those risks.

Does this mean that people who keep setting goals do not fear failure? I don't believe so. I think everyone hates and fears the feeling of failure, including myself.

What then gives some the courage to set high goals and go for it? I believe how we define failure to ourselves is important also. The only one who can tell us that we failed and make us feel bad is... ourselves.

Yet, this is how we often shoot ourselves in the foot. The moment we do not achieve what we want, even on our first attempt, we tell ourselves we have failed, and feel really bad.

This pain is what prevents us - and this goes for the majority of people - from daring to try for high stakes, to taking risks.

4) The burden of choice; when we say yes to one thing we say no to an infinite number of other choices.

Most people are risk averse because they are addicted to a way of life: a soft life, a cushy life with habits and material comforts they are loathed to change or risk losing. Unless that comfy life-style is imminently under threat, they won't do anything that calls for discipline.

Setting goals and really going for our goals often means changing habits, sacrificing time spent hanging out with friends. This is why people make half-hearted attempts. As soon as their new path impinges on their old habits, they withdraw...it's too hard.

A friend who teaches a Detox & Energise self-help program says most people don't stick to it because even if they believe in its long-term health benefits, they are not willing to work at it...and it is life-long work. They'd rather pop a pill (a drug) and dam the long-term consequences.

There are no short-cuts to success in any area - business/career, health or personal relationships. So, be prepared to make what appears to be 'sacrifices', take risks and, if you do, the rewards are there.

To Your Success