



MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES
MANAGEMENT CONSULTING GROUP

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Welcome to another edition of The Monday Motivator. This edition is devoted to something we all have and a lot of it ... SELF-ESTEEM.



When you look into the mirror what do you think of the person looking back at you? Do you even consider the question? Most people don't have deep thoughts about such issues because they are too busy getting ready for their day. It's all about the hair or the makeup and pretending those wrinkles are not nearly as bad as they look. It must be the lighting.

According to [Matthew McKay and Patrick Fanning in their book Self Esteem](#), the idea of one's self is a remote consideration. We cannot see ourselves directly. What we think

we see is a reflection off a screen inside our minds. That screen projects the sum total of all the conclusions we have made about ourselves, over our lifetimes, up to now.

Good, bad, or something in between, that image of who you have created over your life is what you now call your self-esteem. So where do all the pixels of that screen come from? They come from a variety of sources. Input from family as you were growing up was a start. Then experience that comes from results that comes from effort. To help understand the point let's pretend we are going golfing together. You have never played the game. You have no idea what to do so you



watch the other golfers to see what they do.

Each golfer tees up, takes out the biggest clubs they have and whacks a ball down the fairway. Each ball disappears in a matter of seconds. Everyone seems to know where they landed except you. It's now your turn. You take out the largest club in your rented bag of gear. You walk up to the launch place, place a ball on a little wooden thing and after a few wiggles you draw your club back to land a mighty blow to the unfortunate ball as the other golfers look on. You swing like Aaron Rodgers and focus on the horizon to catch a fleeting glimpse of a ball you are sure is rapidly reaching the speed of light.

You can't see where the ball went. Neither can the other golfers. Bloody well done! The ball is out there on the horizon, probably right next to the pin on the green some 450 yards away. As you lower your head to start a little victory dance you see your ball right where you left it, sitting on the little wood tee. No big deal, you simply take another swing at the ball and this time with all the determination of a five-time Masters winner in a green sports jacket! Swish! Bam! This time you connected for sure. Everyone sees a half pound of dirt and grass explode into the air right in front of your swing. You look down to see a hole in the ground large enough for a lunch bucket and there sits your ball once again where you put it two swings ago.

You can't help noticing the grins on the faces of the other golfers and one guy shaking his head – the one who really did place his ball right next to the pin on the green with one swing. You simply apologize and head for the clubhouse, absolutely convinced you are not a golfer and never will be. One pixel has just been added to that projector inside your head.



Self-esteem is all about the sum of your conclusions about everything you've ever attempted. If you think you are really good at something, then you have a strong self-esteem related to that activity. On the other hand, if you feel you failed at an attempt at something else, that too, gets added to the sum total of who you think you are.

This is critical to the internal support you have for yourself in the pursuit of anything you want to accomplish. For example, would you like to own and operate your own company? How about being the top salesperson at the company where you work now? Or, how about being a world class writer or ski down a black diamond slope? Can you do it? Have you ever done it? Do you think you can do it? On a scale of 1 to 10 how willing are you to give it a shot? This is a key consideration for anyone thinking of themselves as a winner or an “also ran” contender.

On the next page make a list of what are VERY confident about, what you are sort of confident about and pursuits you are not very confident about. The first list may include driving a vehicle or doing home repairs, etc. The second list might include cooking or gardening or writing a blog. Your third list could include piloting, piano playing, skydiving, creating a new product or service.

Very Confident	Sort of Confident	Not Very Confident

Why this type of list exercise? Mainly to give you a chance to see for yourself how you feel about *you* in relation to certain considerations. Self-esteem is the total feeling you have about you in relation to all the confidence you have about you in general. We all should have and think about a positive, strong and confident “self” at all times. The opposite of this can be like a ship’s anchor tied to your feet. You will feel you can’t do much of anything and this will keep you from trying to learn it then achieve it.

Where does self-esteem most impact our day to day lives? Let’s start with intention. When you get up in the morning do you have your day planned out or do you take it on randomly as it comes at you? A strong self-esteem will support you in taking on responsibilities in a scheduled fashion with strong confidence included. A weak self-esteem will keep you from being effective because you already think you can’t be.

Perhaps one of the more important considerations about developing a strong self-esteem is to get rid of the negative issues that clutter up the mind and keep anyone from being, doing, or having more of what they want whether it’s a new skill, new knowledge or new level of performance. This can be easier said than done. For example, let’s say you want to be a better communicator. From writing to speaking or even casual communication with friends or family, we all can learn to do it better. But first you need to get rid of the notion that you *can’t* do it better. All you need to do is make up your mind that you WANT to do something better then find ways to learn how to do it, practice it until you’re good at it then find a way to acknowledge yourself for having achieved a milestone in your pursuit. To help you achieve higher levels of skill in any pursuit use images that suggest YOU as the main person in the image. Do you want to learn to play the piano? Use an image of someone playing



the piano and look at it every day near the piano you are learning on. Eventually, your mind stops telling you about your limitations as you become more accomplished. Soon you will play well.

Self-esteem is a result of both internal and external messages that you accumulate over time. Your mind remembers everything you conclude about such messages and that adds up to your self-esteem. For example, let's say you are shooting hoops with a basketball. A neighborhood kid comes up to you and says "Hey, you're pretty good at that." You will register that as a courteous compliment from a cute kid. But let's say that Kobe Bryant wanders by and tells you the exact same thing. Do you think your mind will register the complement as a LOT more than just a courteous kid? Of course it will! It will also take a much more important place in your self-esteem at the same time. You will BELIEVE you are pretty good because one of the best basketball players of all time told you so! This will help you improve your performance every time you shoot hoops again.



A famous doctor of psychology by the name of Abraham Maslow created what is called a "[hierarchy of needs.](#)" It graphically illustrates the order in which we humans acquire our sense of "self." According to his teachings, the foundation of who we are becomes our self-esteem and that allows us to become the person we want to become.

Until next week, if you know of any business that would benefit with a little coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it's going.

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