

FEAR:



A DISTRESSING EMOTION
AROUSSED BY IMPENDING
DANGER, EVIL, OR **PAIN**,
WHETHER THE THREAT IS
REAL OR IMAGINED.

dictionary.com

“The Fear Pandemic”

87%

PEOPLE SUFFER
FROM WORK
RELATED FEARS

90%

CEOS AGREE
THAT THE FEAR
OF FAILURE IS
THEIR MAIN
CAUSE OF
DISTRESS

88%

CONSISTENTLY
FEARFUL OF
BEING WRONG
OR MAKING
MISTAKES

75%

“STUCK” OR
UNABLE TO
MOVE FORWARD
PROFESSIONALLY

69%

EMPLOYEES
WITHHOLD
THEIR IDEAS
DUE TO FEAR
OF REJECTION
OR RIDICULE

67%

HESITANT TO
SPEAK UP WITH
THEIR OWN
POINT OF VIEW



“The Fear Pandemic”



85%

**EXECUTIVES
ADMIT FEAR
HOLDS BACK
INNOVATION**

20%

**INCREASE IN
PROFITABILITY IF
FOSTER
COURAGE &
VULNERABILITY
OVER
COMPETITION**

34%

**ANNUAL COST OF
EMPLOYEE
DISENGAGEMENT**

81%

**FEARS & PHOBIAS
HAVE NEGATIVELY
AFFECTED THEIR
JOBS**

Amygdala: The Fear Center

**DISRUPTS
RATIONAL
THINKING &
LONG-TERM
PLANNING**

**SHRINKS THE
HIPPOCAMPUS
↓ MEMORY &
LEARNING**

**30%
DROP IN
PREFRONTAL
CORTEX = ↓
REASONING &
INNOVATION**

**2018
STANFORD
STUDY**



FIGHT



FACE THE CHALLENGE

FLIGHT



FLEE THE DANGER

FREEZE



PARALYZED BY FEAR



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IF FOSTER
COURAGE &
VULNERABILITY**



**Scarcity
Mindset**

**Self
Doubt**

**Avoiding
Conflict**

**Constant
Criticism &
Negativity**

**Difficulty
Making
Decisions**

**Resistance
to
Change**

**Emotional
Numbing**

Procrastination

**Muzzle
Oneself**

**Playing
Small**

Perfectionism

**People
Pleasing**

**Overly
Cautious**



Face the Challenge



ED

Empower Yourself



**Dr. Curt Richter
Harvard Rat Study**

**Visualization
Increases up 40%**

**Transforms Emotions &
Fear Conditioning**

**Foreshadow the
Feeling of Failure**

Act Boldly



Action: The Antidote for Fear



**Exposure-Based Results in
Phobias & Performance Fears up**



**Morphological &
Rewiring of Amygdala**



Courage is Contagious



Revolutionize Your Life



Exposure to
1 Fear
Reduces
Nonrelated
Fears

Facing
Fear
Builds
Self-
Confidence

Facing
Fear
Decreases
Anxiety

Grows
Anterior
Midcingulate
Cortex

MY FEAR PLAN

1

NAME THE
FEAR
YOU ARE
GOING TO
CONQUER

Name the FEAR;
Take It's POWER
Clarity is Power.

2

1
ACTION
STEP IN
72 HOURS

Make a
Decisive Move.
Momentum
Starts Now!

3

2
MORE
ACTIONS
STEPS
IN NEXT
30 DAYS

Build Your
Fear Muscle;
Transform
Your Future!

4

SHARE
WITH
YOUR
**COURAGE
CATALYST**

Accountability
Partners Yield
Better Results!

FACE THE CHALLENGE. ♦ EMPOWER YOURSELF. ♦ ACT BOLDLY. ♦ REVOLUTIONIZE YOUR LIFE.

CONNECT WITH ME



→ @drjayhipps



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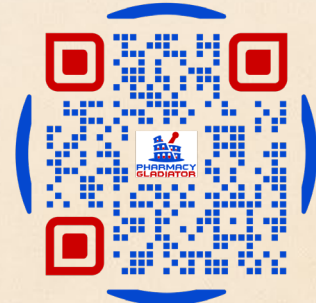
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GLADIATOR INVICTUS LEADERSHIP



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