

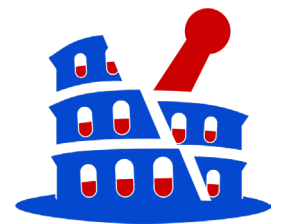
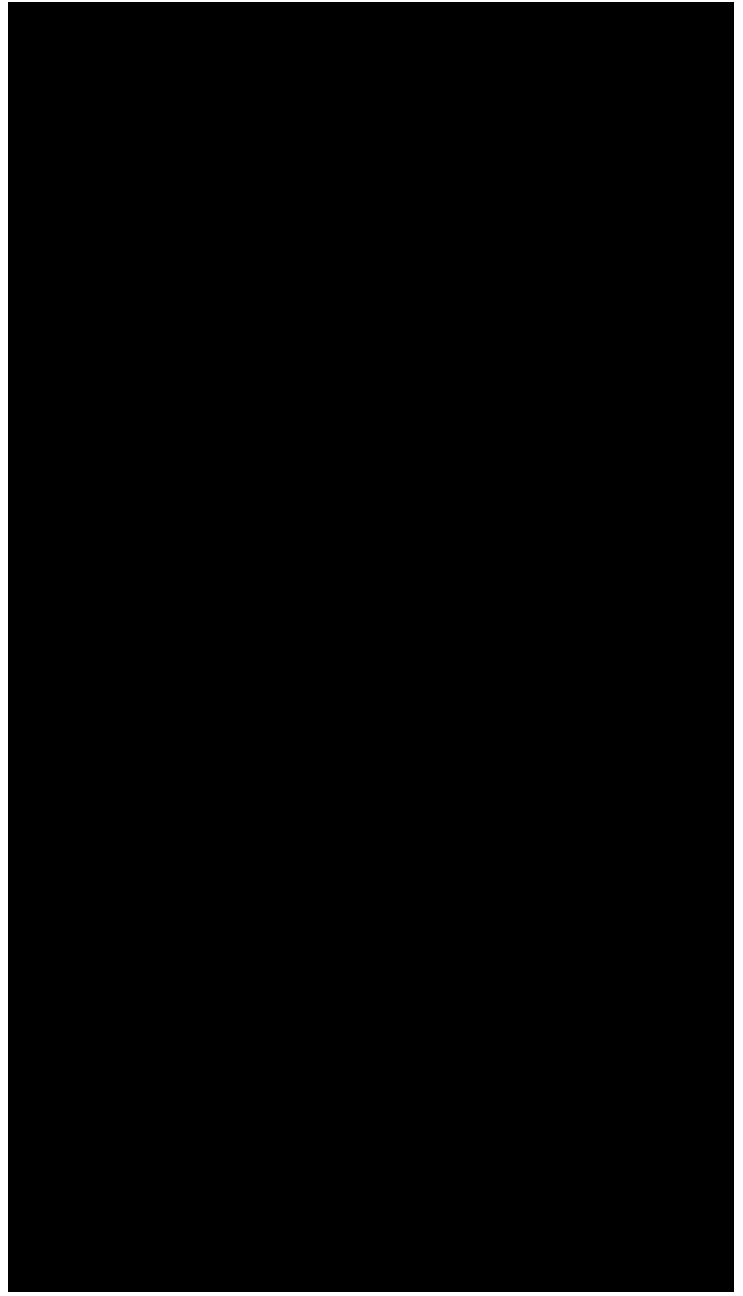


Freedom from Fear: Flip Your Fear Narrative

Jay Phipps, PharmD, MBA
Pharmacy Gladiator



**PHARMACY
GLADIATOR**



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FEAR:

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

DICTIONARY.COM





“The Fear Pandemic”

90%

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

88%

CONSISTENTLY
FEARFUL OF
BEING WRONG
OR MAKING
MISTAKES

87%

PEOPLE SUFFER
FROM WORK
RELATED FEARS

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





85%

**EXECUTIVES
ADMIT FEAR
HOLDS BACK
INNOVATION**

20%

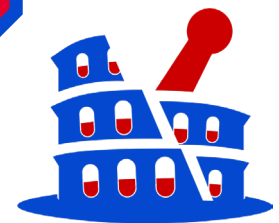
**INCREASE IN
PROFITABILITY IF
FOSTER COURAGE
& VULNERABILITY
OVER
COMPETITION**

81%

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

34%

**ANNUAL COST OF
EMPLOYEE
DISENGAGEMENT**



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**The FEARS that
once IMPRISONED
you can be what
EMPOWERS you!**



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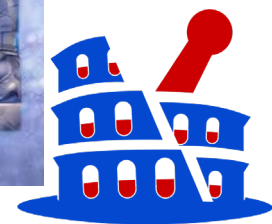
**DISRUPTS
RATIONAL
THINKING &
LONG-TERM
PLANNING**

**SHRINKS THE
HIPPOCAMPUS
↓ MEMORY &
LEARNING**

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



**2018
STANFORD
STUDY**





**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**



Common Fears in Individuals and Teams

Career Change

Being Transparent

Hiring People

Innovating

Change

Check Bank Balance

Hard Conversations

Firing
People

Expanding

Failure

Making a Mistake

Asking for a Raise

Starting a Business

Speaking Up

Success

Dealing with the Drama
Queen or King



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FLIP THE FEAR NARRATIVE

F FACE THE CHALLENGE

E EMPOWER YOURSELF

A ACT BOLDLY

R REVOLUTINIZE
YOUR LIFE



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Face the Challenge



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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: 80 to 90%

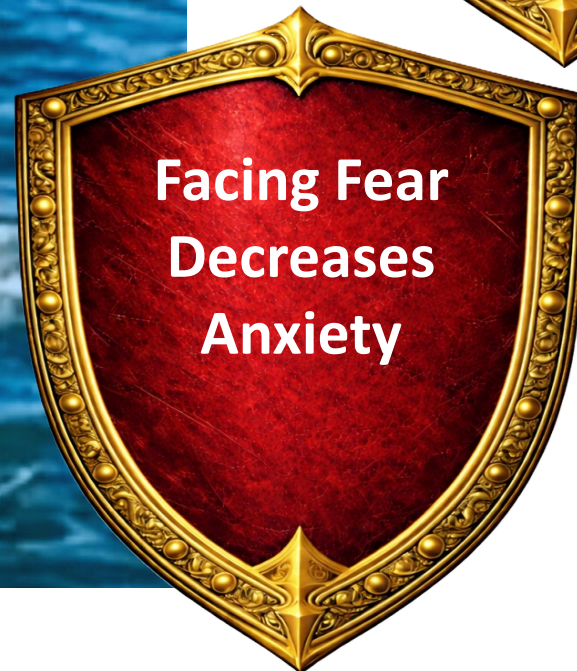
Morphological &
Rewiring of Amygdala

Courage is Contagious





Revolutionize Your Life



**WRITE DOWN
YOUR GOAL
NOW!**





CONNECT WITH ME



@drjayphipps



@drjayphipps



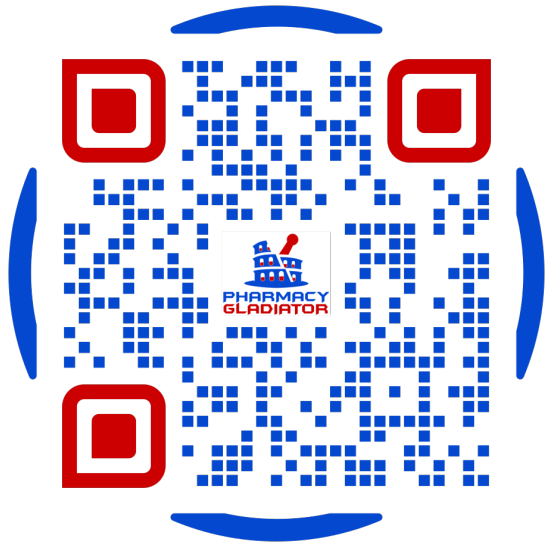
@drjayphipps



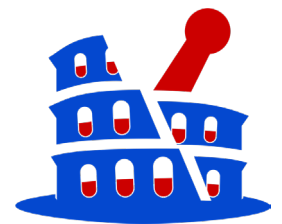
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Journey to the Other Side of Fear

- Your Amygdala or Fear center wants to keep you in the ice age.
- Fear wants you to focus on the past and the future. Never the present!
- Fear acts like a muscle – Train it
- Fear can either be a bridge or barrier between your dreams and your destiny.
- You can flip your narrative with fear. Fear does not have to control you any longer. You have control over fear and more importantly your destiny.
- When you name the fear, you take its power.
- Visualize yourself on the other side of fear
- Action is the Antidote for Fear
- You deserve to Revolutionize your Life.

