

How to embrace

THE
FOUR
FE4RS®

of Business Ownership

Take Yourself to Court

EMBRACE YOUR BODY OF EVIDENCE EXCELLENCE

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THE FOUR FEARS® GUY

Your Courtroom 'Play for Today'

As per the book, you are invited to act out your own courtroom drama, taking a specific business *Fear*, that you are currently hesitating over, and moving to dismiss it as being unnecessary, unfounded and untrue.

Invite colleagues, peers and or friends to tell the story, using the script below - but adjust it to match your specific hesitation or interruption.

The cast for our courtroom 'play for today'

- **The Defendant** - You
- **The Witness** - The Fear(s)
- **The Prosecution** - Emotion
- **The Lawyer for the Defence** - Logic
- **The Judge** - Irrefutable common sense

Now, let us identify (and share with the court) the *Fear* you wish to put on trial. We shall refer to this from now on as *The Crime*:

Court is in session - Let us begin our play

The Prosecution: If it please M'lud, we will, today, prove that the defendant rightfully and sensibly chose not to take action in their business as any such action would have resulted in the unavoidable crime of failure.

The Lawyer for the Defence: M'lud, it is our intention to prove beyond reasonable doubt that *failure* (as my learned friend has referred to it) was an exceedingly unlikely outcome and, as such, the hesitation of which my client has been accused was both unnecessary, avoidable and unlawful.

The Judge: Let's have the first witness please.

(The Fears take the stand)

The Prosecution: Please state your name for the record

The Fears: The Four Fears® of Business Ownership

The Prosecution: And do you swear to tell the truth, the whole truth and nothing but the truth?

The Fears: Well, I am borne out of an emotional reaction to a situation or outcome so... er....

The Judge: Let's come back to that bit, shall we?

The Prosecution: Oh... okay. Right well, er, 'Mr Fears', where were you in the moment that the hesitation -

The Lawyer for the Defence: Objection! Alleged hesitation. Counsel is leading the witness.

The Judge: Overruled. Hesitation has been established (and am keen to see where this line of questioning goes...)

The Prosecution: Thank you Your Honour. 'Mr Fears', can you describe what you witnessed in the moment that the (a-hem) alleged hesitation took place.

The Fears: Right, of course. So, I was hanging out in the amygdala[†], minding my own business, like, and I saw this person think about doing something new. Something brave. Well, you see it's my job to stop that kind of nonsense so I intervened, didn't I?

The Prosecution: Thank you. And, by intervention, what do you mean exactly?

The Fears: So my job is to keep this person safe. Prevent them from doing something that will get them into trouble. What I do is I start whispering in their ear, like. Telling them things...

The Prosecution: What sort of things?

The Fears: Things like, "They're not ready. They're not good enough. They don't have time. They're gonna scr- (sorry M'lud) they're gonna mess up... you know... fail!

The Prosecution: I see. And you say that your objective is to keep them safe. What is the exact nature of your interest in their safety 'Mr Fears'?

The Judge: Ooh, good question!

The Fears: Well, you see, failure can be dangerous. They might get hurt. And if they get hurt (or even die) then *poof* I'm gone too, ain't I?

The Prosecution: So a form of self-preservation, as it were. Seems perfectly reasonable to me 'Mr Fears'. And to clarify for the court, this person that you were protecting - are they in this room today?

The Fears: They are.

The Prosecution: Would you be so kind as to point to them.

(The Fears point at the defendant [you])

The Prosecution: Let the record show that the witness clearly pointed to the Defendant. Thank you for your time. No further questions M'lud.

The Judge: Your witness 'Logic'

The Lawyer for the Defence: Thank you M'lud. 'Mr Fears', you sound like a very caring individual.

The Fears: Oh, er, thank you.

The Lawyer for the Defence: And yet I sense you are not telling us the whole story, are you?

The Fears: I'm sorry?

The Lawyer for the Defence: I bet you are... I bet you are... 'Mr Fears', you told my learned colleague that "Failure can be dangerous" - I can ask the court stenographer to read that back if it helps... 'Mr Fears' - what do you mean by danger? Do you mean life or death?

The Fears: Well, at one time...

The Lawyer for the Defence: But not now? So the failure you wish to protect the Defendant from... Tell us exactly what that looks like.

The Fears: Erm, well, looking a bit silly. Avoiding what other people might think. Just ensuring things don't go wrong really.

The Lawyer for the Defence: Interesting. I'd like to explore all three of those with you if I may 'Mr Fears', starting with 'looking silly'. By 'looking silly', what danger would the Defendant encounter?

The Fears: -

The Lawyer for the Defence: Let me put that another way 'Mr Fears'. In the past, who has actively told the Defendant they look silly?

The Fears: Well, I have raised it-

The Lawyer for the Defence: Other than you 'Mr Fears'?

The Fears: No one for a while... but then I haven't let them look silly. That's what I do.

The Lawyer for the Defence: And what IS silly, 'Mr Fears'? What impact would looking silly actually have on the Defendant?

The Fears: I don't know what you mean.

The Lawyer for the Defence: My question is, in fact, two-fold 'Mr Fears'. Firstly, what actually IS 'silly'?

The Fears: I guess it is a matter of opinion...

The Lawyer for the Defence: Yes. Yes it is. And, supposing the Defendant was silly - who would this silliness actually harm? I mean genuinely, physically or emotionally harm?

The Fears: Well, they themselves might not like the silliness.

The Lawyer for the Defence: So moving onto the second point you made about "what other people think". By your own words here, other people might not ever notice or comment on the silliness. The only person the silliness might affect is themselves. Hmm... and what if they chose to like the silliness?* Because that is their right, their choice. Just in the same way that the choice of worrying what other people think (even when you have no evidence to suggest other people have raised thoughts or concerns, 'Mr Fears') is something the Defendant is able to make for themselves. Am I correct 'Mr Fears'?

The Fears: Yes bu-

The Lawyer for the Defence: Yet through your actions you have denied the Defendant that decision or that control. Is that not the case 'Mr Fears'?

The Fears: Bu-

The Lawyer for the Defence: No further questions at this time Your Honour.

The Judge: Thank you 'Mr Fears', you may return to the amygdala. Who is next to the stand 'Emotion'?

The Prosecution: I would like to call the Defendant please Your Honour.

(You take the stand)

The Prosecution: I will ask this simply and directly, did you or did you not hesitate?

You: I did.

(The court gasps)

The Prosecution: No further questions M'lud.

The Judge: Are you sure? Don't you want to ask why...?

The Prosecution: I'm good M'lud.

The Judge: Seems like a shortcut to speed up plot exposition, but okay... your witness 'Logic'.

The Lawyer for the Defence: Thank you M'lud. My first question then is, why hesitate?

You: The previous witness has repeatedly warned me that I am “not ready, not good enough”, that “I don’t have time” and that “I might fail”. These constant accusations have left me feeling less brave or confident.

The Lawyer for the Defence: I am sorry to hear this. And yet I do not believe these accusations to be true. If it pleases the court I would shortly like to present a collection of evidence. Before I do, I would like to ask the Defendant, by what standard do you currently measure failure?

The Judge: Ooh, another good question!

You: I suppose when things don’t go according to plan...

The Lawyer for the Defence: “When things don’t go according to plan” - a perfectly reasonable response. And can you think of an example or examples when things have not gone according to plan?

You: I can.

The Lawyer for the Defence: And in those moments, what harm has come to you or those around you? I mean who has actually been physically or emotionally hurt?

You: Well, it stung me for a bit but-

The Lawyer for the Defence: But you kept going...?

You: Well... yes...

The Lawyer for the Defence: Why?

You: Because I learned from the experience and felt that next time, I would not fail that way, again.

The Lawyer for the Defence: Interesting. Your honour I want to put these failures into context, starting with Exhibit A.

(The Bailiff brings Exhibit A to the front of courtroom)

The Lawyer for the Defence: Would the witness please describe the item that has been brought before the court.

You: It looks like some kind of record of everything I have ever done throughout my life. What are those labels?

The Lawyer for the Defence: Indeed it is. Your Honour, to save us time, I have taken the liberty of labelling (with brightly coloured sticky notes) every entry in this record where the Defendant has proven to be either not ready (those are the red labels), not good enough (those are blue), has been held back by a genuine lack of time (green) or has, based on the definition they have just shared, failed (those are the purple labels).

Looking at the number of pages in this record and the number of sticky notes that identify an historic hesitation, how often have you hesitated in the past?

You: It looks like a reasonable number of times.

The Lawyer for the Defence: And yet look at the purple labels - the failures... Again, looking at the number of pages in this record and the number of purple stickies that identify failure (and I should clarify I have labelled failure based on your own definition), how often have you actually failed?

You: There are not as many as I was expect-

The Lawyer for the Defence: An EXTREMELY low failure rate, Your Honour. Another point I would like to make, if it pleases the court. The most recent purple sticky note... is that the very last entry in your overall story?

You: It is not.

The Lawyer for the Defence: Logically then, it would seem that even when you have, by your own definition, failed, this has not been a story-ending catastrophe and that, again in your own words, you have "Learned from that experience in order to move forwards".

You: I hadn't thought of it like that.

The Lawyer for the Defence: Hmm... you "Hadn't thought of it like that". And might that be because our previous witness has, as this evidence clearly proves, greatly exaggerated both the frequency and the resulting damage that failure can create?

You: That makes sense.

The Lawyer for the Defence: I then also put it to the court that, in spite of hesitation and in spite of occasional yet beneficial (even necessary) failure, the Defendant remains able to thrive and/or flourish.

The Prosecution: Objection! Speculation

The Judge: Denied. Continue please, 'Logic'.

The Lawyer for the Defence: Thank you Your Honour. I also put it to the court that the quantity and impact of these hesitations would be greatly reduced if the first witness had not deliberately misled the Defendant. In fact flourishing would be more evident in the record, if it were not for the emotional trickery played out by the first witness.

The Prosecution: Objection! Speculation again!

The Judge: Still denied. But I would ask you to get to the point, 'Logic'.

The Lawyer for the Defence: Fair enough M'lud. I have no further questions for the Defendant and would like to enter my closing statement.

The Judge: Proceed.

The Lawyer for the Defence: Thank you M'lud.

We have heard some compelling testimonies from both sides today. A Witness whose primary motivation is to protect the Defendant from harm. Noble, yes. But often inappropriate.

The evidence presented as Exhibit A - the record of our Defendant's life story - clearly demonstrates that failure (as subjective as it is for each of us) is not a dead end. It leads to learning and stimulates progress.

Hesitation is inevitable. It happens. But the end game behind that hesitation (i.e. what we believe that waiting or not trying will save us from) is misaligned. It is out of date to the world we live in now and, should we choose to not wait,; should we, instead, try... then even if things do not go according to plan, we have still moved forward. Our life story, full of joys, successes and some failures, remains a work in progress. The only time that story ends is if we allow a hesitation to become a full stop.

The Fears have the power to exacerbate hesitation into that permanent ending. But they haven't so far... And the more we lean into that record, that body of evidence that reminds us how many times we WERE ready, and WERE good enough, and we HAD time... it reminds us of our capacity to thrive. And so the smaller the hesitations become. In fact the less we hesitate (and even when we do), we will become able to bounce back more quickly to a state of being ready, good enough and having time to try again.

M'lud, I do not blame The Fears. Their intention, as I say, is noble. But if we were to adjust our relationship with them, reduce our unchallenged acceptance of their over-protective nature, and embrace them as critical friends, whose job it is to measure our actions and ensure they serve our path to success, maybe those Fears can become our allies.

The labelled record of evidence proves, without a doubt, our capacity and capability.

It proves that hesitation is avoidable if we choose to listen to our heads more than our hearts. It proves that failure is not inevitable.

As such I call for the court to dismiss this case and allow the Defendant to thrive, as is their right.

The Defence rests.

The Prosecution: (under their breath): Bugger!

The Judge: Thank you 'Logic'. 'Emotion' would you like to share your closing statement?

The Prosecution: Thank you M'lud. I would re-iterate that The Fears are ultimately a form of protection with noble intent. And whilst their relevance in terms of actual survival has greatly diminished in the past few centuries, I echo my learned colleague's sentiment that they still have a place and should be embraced rather than dismissed. The Prosecution also rests.

The Judge: I thank you both. This has been a fascinating case. I now appreciate and better understand the arguments from both sides. A healthier relationship with The Fears is, to my mind, the most sensible outcome. Whilst they seek to protect us, they might equally prevent us from repeating and expanding on the successes we have already enjoyed. Our stories are full of bravery and brilliance and I would remind the Defendant (and any/everyone watching this case with interest) that believing we are (or are not) ready, that we are (or are not) good

enough and that we do (or do not) have time - these are all choices that we and we alone control.

Emotion will sometimes pull us towards a choice that does not best serve our growth. By looking back at how far we have already come, accepting and taking pride in that journey, we will better prepare ourselves from calling out misplaced emotion and choose logic instead.

The risk of failure is, in fact, an opportunity to grow. Danger = Opportunity. Our story so far gives weight to the scales and tips us in favour of growth.

The challenge, therefore, is to be honest with ourselves as to which chapters, paragraphs or even sentences from our story require a coloured sticky note to remind us of our successes.

And here is a thought I would offer my learned colleague, 'Logic' when next labelling up such a record. Look not to label the hesitations. Instead label the brave and brilliant actions, the small wins and the audacious *Victories*. I wonder if the number of sticky notes would increase should you choose to look for the positive first?

Case dismi- sorry... case embraced!

*And... (as they say in the theatre) scene**

What was the outcome of your court case?

Were you able to prove (by focusing on logic rather than emotion) that the *Fear* was unnecessary, unfounded and untrue?

How does this realisation make you feel?

How will this 'verdict' affect your next encounter with hesitation or *Fear*?

Thank you for taking part - onwards to Victory!