



From Acorns...how to build your brilliant business from scratch

TOOL: SILENCE YOUR INNER CRITICS

We all have inner critics.

They might be clients who have criticised us, friends who secretly resent us for being more successful than they are, parents who don't want us to get hurt, teachers at school who were blinkered, spouses worried about the mortgage.

The problem is that we listen to them and accept their limitations. They stop us thinking and acting passionately and effectively. They stop us being different and creative, and entrepreneurial. So, we must kill them. OK, not literally, but through the following steps.

All good exercises need a mnemonic. Mine is PRAT.

Use the grid overleaf:

Column 1: Identity the **P**eople:

Draw up a list of five people who have who have given you criticism, and you have listened to. To find out who they are, try answering the following questions:

- Who has advised me against doing something I wanted to do, or laughed at it when I mentioned it? Worse than that – who am I too embarrassed to even tell for fear of them laughing?
- If I were on a podium delivering a speech and I forgot my words, who would I most hate to see in that audience?
- If I were to turn up in a Porsche – who would be the most jealous?
- Think back to particular pieces of criticism you got as a child or at school? Who said them?

Column 2: The **R**eason: Look through each person in column 1 and ask yourself, what aspect of your personality or behaviour was criticised or embarrassed you the most?

Column 3: Assumed. Did you ever ask them outright – or have you just assumed they would criticise you?

Column 4: Them. What might it be about *their* personality or circumstances that might cause this person to criticise you?

Hopefully you are now some way towards identifying and eliminating your inner critics. You should start to realise some things:

1. They account for only 1 per cent of our possible audience.
2. In many cases, we have never asked them! We have assumed they would criticise us. Chances are, they are the ones who would most applaud us.
3. There are possibly some valid criticisms in here, but this is a part of our rounded personalities. Good starters tend not to be good finishers for example.
4. Their dependence on us, jealousy, embarrassment, or frustration more often fuels their criticism rather than anything we have done.

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People	Reason	Assumed	Them?
1.			
2.			
3.			
4.			
5.			