



Kennette Reed & Associates

Consultants/Trainers/Success Coaches
Staff & Customer Retention Specialists

Success Moments

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The thing that is really hard, and really amazing, is giving up on being perfect and beginning the work of becoming yourself.
Anna Quindlen

Perfection Isn't Attainable

Do you often feel that one little flaw ruins the whole thing? Do you avoid doing things you can't do well? Do you get upset, and harshly criticize yourself when you make a mistake? Is being average embarrassing to you? Do you value being precise and logical, and distrust your intuition and emotions? Do people call you nit-picky, or a control freak? If you've answered "yes" to most of these questions, you are probably a perfectionist, overly controlling, and possibly even a workaholic.

"Perfectionists strive for the impossible", according to David Burns (1980). "They say to themselves, 'I must...should...ought to', rather than, 'I want...wish...would like'. They are often slavishly avoiding failure, rather than eagerly pursuing excellence. They think in the same illogical ways depressives do, e.g. they set unreachable goals, and then judge themselves to be failures. In addition, constant worry causes health problems." Studies show, that perfectionists often fail to improve much in therapy. "It is important to remember, striving to do your best is very different from insisting on being perfect, and better than everyone else. One is free; the other is a slave to an impossible standard. One welcomes challenges, the other dreads the task because he/she may not be perfect this time, and someone else might be better."

Worrying, is a key characteristic of a perfectionist. Elliot & Meltsner (1990) say perfectionists are often "...people who can't tolerate uncertainty--and who insist that the world be the way they want it to be...". However, there can be payoffs for worrying. Moderate worry will motivate us to work harder, and create better solutions. Excessive worry interferes with careful thinking and usually wastes time. Some people associate worry with concern. A parent may feel their worrying proves (to themselves and others) they are a good parent. Worrying about a project's outcome, may actually interfere with its completion. By understanding why we have worries, we can learn to stop the excessive internal critic. Worrying is a spiral, starting with a "what if" thought. The solution, according to Deanne Rapich, author of **Conquer Anxiety** :

- **Recognize** - You are being inundated by your own negative imaginings. Write down, and go through the "what if" thoughts. Try to figure out your basic fears, or core beliefs.
- **Develop a more reasonable/accurate/positive expectation** - Ask yourself, "If the 'what if' occurred, what would really happen after that?" Question any extreme predictions you make. Ask yourself what are the chances you could avoid making the mistakes you worry about. Now you can replace the exaggerated idea about what will happen, with a more accurate, less worrisome expectation.
- **Reinforce** - Repeat the new and positive ideas over and over. You can build new habits of thought. It is important to note, you can be a worrier, without being a perfectionist.

Lastly, uncertainty is a part of life. You can't control everything, but you **can** handle what happens.

Until next time, I wish you many **Success Moments**.

Share this message with a friend, co-worker or relative. It may be exactly what they need.

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See You In Boston August 3 - 5

If you're in Boston, and your company, organization, association, or non-profit needs a speaker or trainer, I'll be in Boston, August 3 - 5, to speak at a conference. I'm looking for additional speaking/training opportunities to add to my Boston schedule. Those who schedule a training or speaking engagement (to occur while I'm in town), will eliminate the normally associated California to Boston speaker's/trainer's travel costs. If you, or an organization you know, are in need of a business or motivational speaker/trainer, please contact me by sending an email to speaker@kennettereed.com or phone 510-888-9950.

Just Released - 2 (no make that 3) New CDs

2 new CDs, **Motivating Staff Toward Improved Performance**

<http://www.kennettereed.com/pages/414279/index.htm> and **Growing Your Business With Improved Customer Service** <http://www.kennettereed.com/pages/414269/index.htm> were released in June. This month,

we released another, **Developing Mutually Beneficial Customer Relationships**

<http://www.kennettereed.com/pages/414269/index.htm> . Each CD is a **LIVE** recording. Both are available for purchase on the website. Use the above links for more information, and purchase your copy.

Get your 25% subscriber's discount by emailing me at subscriberpricing@kennettereed.com . In your email, include the name of the teleseminar or product you'd like to order. A special discount link will be sent by return email.

Discovering Your Passion Release Date Set

On Thursday, July 15th, I will release my first Workshop-In-A-Box program, **Discovering Your Passion: The Thing That Makes Your Heart Sing**. This audio-visual cd and 60-page workbook are packaged together in a convenient storage album. The workbook includes personal assessments, evaluation worksheets, mind mapping sheets, motivational quotes, and much more. This workbook includes much of the material used in my live workshops, plus much more. Begin your own passion discovery, from the comfort of your home, and at your desired pace. Go to <http://www.kennettereed.com/pages/414273/index.htm> and order your **Discovering Your Passion** Workshop-In-A-Box. Discovering the thing you were meant to do, may be closer than you think. Get your 25% subscriber's discount by emailing me at subscriberpricing@kennettereed.com . In your email, include the name of the teleseminar or product you'd like to order. A special discount link will be sent by return email.

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Consulting, Training, Speaking, Success Coaching

Solutions can be designed to address performance gaps, improve customer or staff retention, coach management staff, and increase profitability. Success coaching is also utilized to support individuals toward higher levels of personal success through my **Resilience Coaching** practice. How can we help you or your organization? Give us a call at 510-888-9950 to discuss your needs, or email kreed@kennettereed.com. Visit our website [Kennette Reed & Associates](#) for more information, business resources, and management products.

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