

7 PRINCIPLES FOR LIVING WITH AUTHENTICITY

7 PRINCIPLES  
FOR LIVING

WITH

*Authenticity*

DISCOVERING YOUR TRUE SELF  
WHEN FACING LIFE CHANGES

BY JACK BEAUREGARD

This book delivers a step-by-step methodology to change how you identify yourself, your external roles, your possessions, and your unconscious negative assumptions.

The book helps you re-identify with your True Self and become free from:

- the fear of being unacceptable
- feeling unworthy
- the fear of not being enough
- second-guessing yourself

And the power to:

- be the person you know you can be
- have greater self-acceptance, self-appreciation and self-love
- break through what has been holding you back personally

By applying a Self-Discovery System for living a life of authenticity, you will experience more:

- Confidence in yourself
- Determination to pursue your purpose
- Energy and improved health
- Close relationships with yourself and others
- Courage to live your passion

“The way Jack has personally pulled his experience into the book is very powerful for people who are struggling with trying to make the next transition, but are being held back from past mental models, and lack of understanding who they are outside of the business.

I have read many self-help books, and do not know of any that ‘cut to the heart of the issue’ as this book has. It is practical and insightful, and the worksheets at the end of the chapters really help drive the concept.”

-Dave Sinclair, Edmonton, Canada

“*7 Principles for Living with Authenticity*” is the ideal guidebook for anyone who feels there may be more to life and who is looking for a structured, easy to follow approach to guide their personal exploration. It comes at a time where ever increasing numbers of us grapple with transitions - from full-time work or business to the next phase of their lives, empty nesters, career transitions and so on – when our old identity is called into question and we re-evaluate what really matters in life.

Jack has applied lessons learned from his own life experiences in finding his true self to create a unique and practical self-help process. His seven principles to leading an authentic life are explained by reference to the latest scientific discoveries and everyday examples, thus enabling the reader to easily understand and identify with them. Jack’s simple yet effective exercises provide a roadmap for the path to self-discovery – once the realm of esoteric teachings, but now readily accessible to all. Put simply, in this unique book, science meets self-discovery.”

- Peter McKnoulty, Transition Planning, Australia

“This is one of the best self-help books I have ever read. It challenges you to look at yourself in a way you’ve never done before. It invites you into a conversation with a very important and special person- yourself. There is a Latin adage, which translates literally as follows: “man is born free but wherever he goes he is always in chains”. Jack Beauregard; using his personal life story and solid research has raised our awareness as to what may constitute these chains and more importantly offers us a road map to true freedom.”

- Simon Aidoo, Director, Transition Planning, UK

“I think this book will prove to be an extremely powerful and helpful tool for many people. I loved how the Self Discovery Checklist as I read the book-tied it tighter nicely! Very positive and uplifting.”

- Sandra Munier. Esq. Tucson, Arizona

## Quotes of Why You Would Want to Live with Authenticity

“I had no idea that being your authentic self could make me rich as I’ve become. If I had, I’d have done it a lot earlier.”

- Oprah Winfrey

“The privilege of a lifetime is to become who you truly are.”

- Carl Jung

“The time has come for the individual to begin his true adult education, to discover who he is and what his life is all about. What is the secret of the ‘I’ with which he has been on such intimate terms all these years, yet which remains a stranger?”

- Huston Smith

“This above all: to thine own self be true.”

- W. Shakespeare, *Hamlet*

“To be what we are, and to become what we are capable of becoming, is the only end in life.”

- Robert Louis Stevenson

“To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment.”

- Ralph Waldo Emerson

“You have the freedom to be yourself, your true self here and now, and nothing can stand in your way.”

- Richard Bach, Jonathan

**Also by the author**

*The Power of Balance:  
Seven Principles for Transforming Mind, Spirit and Self*

*Finding Your New Owner:  
For Your Business, For Your Life:  
A Guide to a New Paradigm for  
Baby Boomer Business Owners*

7 PRINCIPLES  
FOR LIVING WITH  
AUTHENTICITY

Discovering Your True Self when  
Facing Life Changes

Jack Beauregard

STPI Press  
*Cambridge, Massachusetts*

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*In gratitude to our True Selves who have created the desire in us  
to seek the truth.*

## Foreword

Larry Gard, Ph.D., Consulting Psychologist

The term *identity crisis* has become so much a part of our vernacular that we occasionally fail to grasp the magnitude of its emotional impact. As a consulting psychologist, I see how profoundly experiencing an identity crisis impacts my clients who are going through personal and business-related transitions.

Many people fear that if they leave their business or profession they will lose their identity. Who we are is intimately tied to what we do. Feeling threatened by a perceived loss of identity, we may avoid thinking about difficult topics such as “What will happen to me after I leave?” and at a deeper level, “What will happen to the *memory* of me?” As a result, we may continue to work—by default and sometimes against our own interests—because we’re unwilling or unable to grapple with these issues.

Thinking about the next chapter in your life forces you to face profound questions about what is genuinely important to you and what you want to do next. When making decisions about their lives, my clients fare best when they are true to themselves, as they learn how to uncover essential values and acknowledge what is most meaningful to them. This process requires a significant degree of self-awareness. By analogy, you can probably comb your hair while staring out the window, but chances are, you’ll achieve far better results with a mirror. In this book the author, Jack Beauregard, has carefully laid out a self-reflective process that helps foster the reader’s heightened self-awareness.

One of the things that I’ve long admired about Jack is his ability to translate complex concepts into ideas that are readily grasped, meaningful, and relevant. In *7 Principles for Living with Authenticity*, Jack has tackled an incredibly daunting task. By sharing his own journey of self-discovery, he has crafted an accessible guide to help readers discern their authentic identities.

This book’s System for Self-Discovery is based on seven high-level principles, each one associated with a specific step toward connecting to your true self. For example, Jack describes the Principle of Centeredness and the notion that we can connect to the innate wisdom of our inner self. He presents the various reasons why we lose touch with our inner core, eventually failing to recognize and respect our feelings. And he describes methodologies for reconnecting to one’s inner core.

With the Principle of Wholeness, Jack conveys the importance of honoring and integrating all parts of yourself—positive and negative, inner and outer, head and heart. He cautions against believing that we’re made up of pairs of disconnected opposites, one pole superior and the other inferior. My work affirms that balance is critical, and sometimes there are multiple elements in play. For example, most of us are consciously aware of our thoughts, feelings, and

behaviors, but it is rare for people to give all three areas equal attention. Yet ignoring any one of these three can have a negative impact on our decisions and our relationships. This book can help the reader connect to all three aspects of oneself.

In another chapter, Jack introduces the Principle of Association, the notion that “seeming opposites are connected by a continuum.” He explains that we can expand our options in life by considering what exists between two extremes. This reminds me of one of my clients who struggled with a rather black or white, all-or nothing worldview. In a moment of recognition, he quipped, “I guess if it wasn’t for gray areas, I couldn’t order my steak medium rare!”

Don’t worry if you find yourself unable to complete some of the exercises in this book, or if at the end you feel that certain matters remain unclear. If you feel mildly unsettled, don’t be discouraged; it probably indicates that you are beginning to wrestle with some deep and important questions. Just remember that the journey inward is not swift or direct, nor is it always comfortable, but the process itself—and your discoveries along the way—will undoubtedly add meaning to your life.

Larry Gard, Ph.D.  
President, Hamilton-Chase Consulting  
Chicago, IL

## **Introduction: The Freedom to Be Who You Really Are**

- **Do you want to live an authentic life?**
- **Are you someone who has been successful in your work life, but now you're wondering "Who am I?"**
- **Are you going through a major life transition, and you want to be true to yourself in the next chapter of your life?**

If you answered Yes to any of these questions, then this book is for you.

### **The journey to authenticity**

When I was the CEO of Designer Orthopedics, a multi-million dollar medical supply company I founded in the 1980s, I looked like a winner—but something important was missing from my life. I realized that I could not feel genuinely fulfilled or satisfied until I discovered who I truly was, so I could live more authentically.

Through my own journey of self-discovery, I was able to connect to my True Self. I then created a method that other people with backgrounds similar to mine could use, so they could effectively and systematically make the journey to their own authenticity, wholeness, and genuine fulfillment.

For over 25 years, through the two companies I founded—Innervisions Associates and the Successful Transition Planning Institute—I've developed and presented my unique approach to help thousands of people examine and reframe their lives so they too could become more self-aware and more authentically happy and successful. The people I've worked with include professionals in medicine, health care, social services, education, law, and information technology; and advisors who provide owners and other successful individuals with professional services in financial planning, wealth management, organizational development and business growth.

The Successful Transition Planning Institute is now an internationally-recognized thought leader in the field of personal and business transition planning, with STPI-certified Transition Planning Consultants and Transition Advisors on four continents—in the United States, Canada, the United Kingdom, South Africa, and Australia. Using the unique methodology I developed, my colleagues and I at STPI specialize in helping professionals, executives, and business owners experience personal growth, plan and implement successful personal and business transitions, and create new lives that they cannot wait to live.

This book presents the system I developed to help people discover and live from their own True Selves. Do the following characteristics describe you?

- You like to work hard.
- You value yourself for your accomplishments.
- You want to be successful in whatever you do, and you enjoy the rewards that come with success.
- Your work is important to you. (It can easily become the most important part of your life.)
- You know how to get things done, and you are inspired by having a goal or purpose.

If this sounds like you, then this book is for you.

### **Why you might face an Identity Crisis, and how to benefit from it**

Your personal identity affects the way you think, and feel about yourself, and has a strong impact on your level of self-esteem. Your personal identity needs to change as your life circumstances change. People who experience a major life-transition are often thrown into an Identity Crisis, as all your old rules, roles, and sources of support have suddenly evaporated. Here are some of the life-transitions that might generate an Identity Crisis in your life:

- A mid-life crisis
- Divorce
- Loss of a loved one
- Experiencing Empty Nest Syndrome when your youngest child leaves home
- Leaving your professional career
- Being let go from your job
- Surviving a life threatening experience
- No longer owning a business
- Retiring

Going through any of these transitions can cause you to ask yourself: “Who am I when I’m no longer doing what I currently do?” Even though this crisis causes significant upheaval, it also provides you with the opportunity to rediscover who you really are, so you can rethink and reframe your life.

Even if no major changes are taking place in your life and things appear to be going well, you may still feel that something is not right about your life. For whatever reason, you may be

going through an existential crisis that motivates you to start asking the big questions, such as “What is my purpose in life?” “Do I really matter?” or “Who am I really?”

If you are going through a life-transition or facing an Identity Crisis for whatever reason, you need to expand your definition of who you are beyond what you are doing and discover and connect to your True Self, so you can live the next chapter of your life from the goals, values, and passions of who you really are.

### **Breaking free from your False Self: How this book can help you connect to your True Self**

Each person’s True Self is unique. Because each of us is different, your True Self will include your own unique gifts and talents, goals, values, experiences, work style, and more.

Through the System for Self-Discovery described in this book, you begin your journey of connecting to your own unique True Self by recognizing that until now, you’ve been held back because you’ve been trying to live from a False Self. This book explains why we create a False Self, how our False Self holds us back, and how by using the System for Self-Discovery, you, too, can gain the freedom of becoming who you really are.

Many of us are now realizing that we’ve been trying to live from an image of who we thought we were “supposed to” be, instead of being who we really are. This image that we want to present to the world is often one of unblemished perfection and success. You may have developed this self-image because you wanted other people to like you, or because you believed that in order to be successful you had to present a perfect image to others, or you wanted to appear flawless in order to blot out aspects of yourself that you felt were unacceptable. But whatever the reason, many people are realizing that this False Self-Image no longer works for them.

I compare the False Self to a cocoon that has held you imprisoned for many years, with your True Self as a butterfly that is getting ready to emerge from this cocoon. In order to break free and fly high, you need to break free from the limitations of your False Self.

Becoming your True Self does not happen overnight. It is a process that takes time and effort. However, you already know how to work hard, and you’ve already demonstrated your ability to succeed throughout your life. Now you can apply these abilities to the process of breaking free from your False Self, and discovering and living from your True Self.

The System for Self-Discovery which I developed, and that this book presents, is a logical, businesslike, step-by-step method specifically designed for people like you—people who work hard and enjoy being successful. This system is also based on the latest discoveries in many areas of science—from cosmology to neuroscience (brain science). The System for Self-

Discovery consists of seven principles that will help you connect to your True Self. Each chapter explains how one of these principles can help you discover who you really are, and includes a set of exercises through which you apply that principle in your own life. With each new chapter, you gain new abilities that will help your True Self more fully emerge from that cocoon, so you can fly freely.

**Are you ready to begin your own journey of self-discovery?**

Are you excited by the possibility of breaking free from the limiting cocoon of your False Self, and connecting to who you really are, so you can live more authentically? If your answer is Yes—then let's begin the journey!

\*\*\*\*\*

## Chapter 1.

### **From False Self to True Self: Discovering Who You Really Are**

When I was the CEO of Designer Orthopedics, a multi-million dollar medical supply company I founded in the 1980s, I looked like a winner but I felt like a fraud.

From the outside, I was the person who “had it all,” who “had it made.” I looked like a winner because I had all the external trappings of success—the money, the position, the clothes, the family, the house, the boat, the cars. But inside I was empty. Something was missing from my life.

Despite my success, negative voices kept popping up in my head, telling me:

“I’m not good enough.”

“I’m really a failure.”

“I can’t do this.”

“What’s wrong with me?”

I was living on an emotional roller coaster—either completely up, positive and self-confident, or deeply down, negative and depressed. I had built a façade of perfection around myself that I worked hard to maintain. I didn’t want anyone to know about the times when I’d failed to live up to my image of perfection and success. In fact, I tried to keep thoughts about my occasional failures out of my own consciousness, so I could maintain this totally positive, successful image of myself.

I didn’t know where all that negative, critical self-talk was coming from, but those negative voices hit home. Inside, I actually felt like a fraud and a hypocrite, and I was constantly anxious and worried that people would find out I really was a fraud. It felt like a civil war was raging inside me.

#### **The façade of my False Self**

Before I could help others, I first had to take my own journey of self-discovery. My path to authenticity began when I realized that the person I was projecting to the world around me was actually a “False Self,” and my commitment to keeping up this False Self-Image was preventing me from becoming who I really was.



This book describes what I've learned over the years about why we create a False Self, how our False Self holds us back, and how you can use the System for Self-Discovery that I developed, so you too can gain the freedom of becoming who you really are.

## **Moving beyond my False Self**

In order to be successful, I had developed a façade of perfection and success that I projected to the world around me, but inside that façade I was deeply unhappy. Only when a personal crisis forced me to begin looking within, did I realize that I was living from a False Self. I realized that in order to feel better about myself, I had to reconnect to and live from my True Self. But what was my True Self? Who was I, really? And how could I bring my True Self more fully into my life?

I went on a personal quest to discover my True Self. I took graduate courses at Harvard Divinity School, hoping that the wisdom of the world's religions might help me. Like many people who value success and self-improvement, I also read numerous self-help books, attended self-help seminars and listened to countless self-help tapes, which all advised me to “think positively.” But the negative voices inside of me did not go away. I kept asking myself, “What is wrong with me?” In fact, I often felt worse after reading positive self-help books, since I agreed with what they were saying, yet I still did negative things.

Finally I realized that I would have to create my own path for discovering my True Self. Much of what I did to rediscover and reconnect to my True Self I did by trial-and-error, guided by instinct and intuition. Also during this time I began reading about new ways of looking at reality, based on the latest scientific discoveries about the universe and ourselves, and these new scientific perspectives expanded my thinking and gave me a new approach for understanding myself and my place in the universe.

After several years of working in this way, I realized that something in me was different. My life had actually changed.

- My feelings about myself had changed, because I now really liked myself.
- My relationships had changed for the better.
- I felt more genuine. I was now making choices and decisions from my own authentic values.

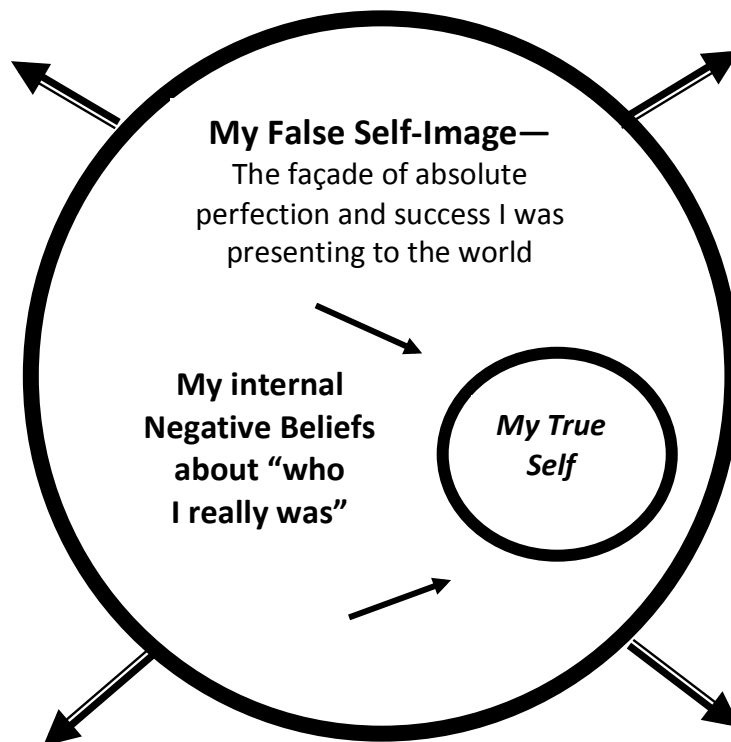
Somehow I had connected to, and was now living from, my True Self.

## The two walls that kept me imprisoned within my False Self

During my journey of self-discovery, I became aware that I had created two mental walls—one wall around me, the other inside of me—that were preventing me from connecting to my True Self. On the outside was the façade of my False Self—the image of absolute perfection and success that I tried to live up to, and that I constantly projected to the world around me.

On the inside was a second wall that prevented me from knowing who I really was. This internal wall was constructed of beliefs about myself—such as my beliefs that in reality I was a terrible person, that I was inadequate, unworthy, and did not deserve to be happy or successful. (See Figure 1.)

**Figure 1.**  
**The two walls that were preventing me from connecting to my True Self**



One reason I had created that external façade around myself was because I was afraid that if people could see who I really was, they would no longer respect or like me. So my external façade was designed to impress people—but it also kept people away.

Because I had learned that success depends on always being positive, it was difficult for me to accept that I actually had so many negative beliefs about myself. In fact, because these negative beliefs and feelings of worthlessness were so painful, for most of my life I had hidden them below my conscious awareness—I had buried them deep in my unconscious mind, and I had built a wall around them in order to keep them out of my conscious awareness. Nevertheless, my negative self-image kept coming through in that negative, critical self-talk that so often popped up in my mind.

My life felt like an emotional roller coaster because I kept jumping back and forth between two extremes. On the one hand, I was trying to live up to my external self-image of grandiosity, overachievement, total perfection and success. But on the other hand, deep inside I had somehow picked up—and accepted—the beliefs that I was really a terrible, weak, worthless person.

In reality, I was neither of these two extremes. I realized that in order to become my True Self so I could live more authentically, I would have to dissolve both my external façade of total perfection and my internal wall of false negative beliefs about myself.

### **Creating a System for Self-Discovery**

After I had connected to my own True Self, I realized I had to create a method that other people could use, so they could effectively and systematically do what I had done—make the journey to their own authenticity, wholeness, and genuine fulfillment. I developed my System for Self-Discovery, which allowed me to create a new career for myself doing what I truly wanted—sharing my discoveries about the False Self and helping other people connect to their own unique True Selves. For over 25 years I've shared this System for Self-Discovery through one-on-one counseling, by presenting conference keynotes, workshops, and other speaker presentations, through training programs for advisors and coaches, and through products such as my books and internet-based educational programs.

I felt more fulfilled as I met other successful professionals, business owners, executives, and advisors who were also looking for the connection between success, happiness, and authenticity—people who found my message and my new work valuable. I was connecting to and working with people I liked and respected, people who inspired me, and who appreciated and supported the new work I was doing.

Learning about the latest discoveries in many areas of science helped me realize that there were seven scientifically-validated principles I had instinctively used in my own journey of self-discovery—principles that other people could now consciously apply in order to reconnect to

their True Selves. These seven principles are the foundation of the System for Self-Discovery and the core of this book.

### **Benefits and Limitations of the False Self**

There are certainly advantages to be gained by living from a False Self-Image and projecting it to the world around you.

- Your False Self-Image helps you be successful because you appear to other people like you have confidence, like you have your act together and you are a winner.
- Because your False Self keeps you externally focused on your work and accomplishments, you don't have to look too closely at the thoughts and feelings going on inside you.
- If you have negative emotions about yourself, telling yourself that you are your perfect False Self-Image helps you avoid thinking about or feeling these negative emotions.

At the same time, there are also drawbacks to trying to live from your False Self.

- If you feel that you are not really this ideal self-image that you are presenting to the world, then you feel like a fraud and a hypocrite.
- Trying to maintain your False Self contributes to anxiety, because you worry that people will find out that you really are a fraud.
- Because your False Self is supported by external accomplishments such as achievement, status, and success, if you lose any of these, then you lose your identity.
- It requires a lot of time and energy to keep your False Self-Image in place.
- You may be avoiding close relationships or genuine intimacy, because you are afraid that if people get to know you, they will find out who you really are—and because who you really are is flawed and imperfect, they will no longer respect or like you.

Do any of these issues sound familiar?

### **Where did our False Self come from?**

Much of our False Self-Image comes from limiting beliefs about ourselves and the world—beliefs that we learned from our parents and teachers while growing up, and also that we learned

as adults, from our work environment and the prevailing larger culture. These limiting beliefs include:

- Beliefs about who we really are
- Beliefs about the types of goals we can achieve
- Beliefs about how the world works, and about the nature of the universe and our role in it
- Beliefs about our power to change ourselves and our lives

Many of these limiting beliefs are conscious. For example, the statement that “It’s good to always think positively, to always be positive” is a well-known belief that most of us accept—but as you will see, the belief that we must always be positive can actually limit you and prevent you from connecting to a more authentic life. We also hold many limiting beliefs without being consciously aware of them. Both types of limiting beliefs contribute to our False Self, and prevent us from becoming our True Self.

The idea that “You gain your identity from your work, and you can measure your worth by what—and how much—you accomplish” is another familiar assumption that most of us take for granted; however, this belief also prevents us from becoming who we really are.

So the System for Self-Discovery helps you recognize and consider the impact of your consciously-held beliefs that are preventing you from connecting to your True Self.

We also carry around many limiting beliefs that we are not consciously aware of—unconscious beliefs about ourselves, how the world works, and what we think is possible; yet our unconscious beliefs also have an extremely powerful impact on us. The System for Self-Discovery also helps you become aware of limiting beliefs you may not realize you have.

Our False Self came from limiting emotional patterns and behaviors we developed in response to how we were treated when we were growing up, starting with our earliest years. Because these emotional patterns and behaviors are so ingrained in us, we tend to fall back on them automatically even if they do not support our most effective performance and full development. The System for Self-Discovery helps you recognize the limiting emotional patterns and behaviors that are preventing you from creating a genuinely successful and fulfilling life.

The larger cultural systems in which we were raised and in which we live also contribute to the creation of our False Self. For example, most of us were raised in the Mechanistic Paradigm—a worldview based in Newtonian science, which says that the universe is a rigidly structured world made up of material objects, such as the planets and our own bodies, which react when they are

influenced by physical forces like gravity and inertia. This Mechanistic cosmology teaches us to view the universe as meaningless dead matter and to view ourselves as tiny meaningless specks in a dead, meaningless universe.<sup>1</sup> This Mechanistic view can cause us to feel a deep sense of personal insignificance, believing that our lives are senseless and have no purpose.

The System for Self-Discovery presents a dynamic new view of the universe and our role in it, based on the latest scientific discoveries.<sup>2</sup>

## **Discovering your True Self**

We may avoid acknowledging that we are living from a False Self-Image because we feel we have no alternative. This is who we are, this is how we have to live, we don't know how to change things, or the idea of trying to live differently is overwhelming.

So it's important for you to remember that who you really are never left you; you simply got into the habit of not being aware of its existence deep inside you. Your True Self has been trying to connect with you over the years, as expressed by your desire to become the person you know you could be. Feelings of inner emptiness are another way your True Self has been trying to tell you that it was missing in your life.

Even though each of us is different, I've learned over the years that there are several basic qualities needed in order to connect to your True Self. Becoming your True Self does not happen overnight. Like any project that you commit yourself to accomplishing, discovering who you really are is a process that takes time. Discovering your True Self requires you to establish goals, then take the steps needed to achieve these goals. However, you already know how to work hard, and you've already demonstrated your ability to succeed throughout your life. Now you can apply these abilities to the process of discovering and living from your True Self.

The process of successfully connecting to your True Self requires the following:

1. Having the desire and motivation to want to connect to your True Self, so you can live more authentically.
2. Having the curiosity to want to discover who your True Self really is.
3. Knowing that genuine change is possible, and that you have the power to create the necessary changes in your life.
4. Being willing to recognize and acknowledge the limiting beliefs and emotions that are preventing you from living authentically.
5. Having the courage to explore your own limiting beliefs and emotions.
6. Understanding that you can transform your limiting beliefs and emotional patterns by recognizing their origins, recognizing how they are holding you back, and being willing to

replace these limiting beliefs and emotional patterns with more supportive and authentic new beliefs and behaviors.

7. Being willing to keep practicing your new beliefs and new, more genuine ways of acting on a regular basis, since (as the latest discoveries in brain science tell us) it takes time to change your brain, and we have to repeat a new action many times until it becomes an innate part of us.

### **Moving from your False to your True Self**

**Figure 2. Your False and Your True Self**

<b>How your False Self-Image holds you back and limits you</b>	<b>The freedom of living from your True Self</b>
<p><b>Intellectual limitations of the False Self:</b></p> <ul style="list-style-type: none"> <li>• Thinks rigidly and narrowly</li> <li>• Always has to appear “positive”</li> <li>• Uses All-or-Nothing, Black-or-White thinking</li> <li>• Jumps between two opposite extremes</li> </ul>	<p><b>Intellectual advantages of your True Self:</b></p> <ul style="list-style-type: none"> <li>• Thinks more effectively and creatively</li> <li>• Can see both the upsides and the downsides of any issue</li> <li>• Sees a range of options and possibilities in any situation</li> <li>• Sees change as a step-by-step process</li> </ul>
<p><b>The False Self causes you to have a limited identity:</b></p> <ul style="list-style-type: none"> <li>• Externally oriented</li> <li>• Always has to impress or please other people</li> <li>• Identifies with your roles and external accomplishments</li> <li>• Lacks an authentic foundation for making choices and taking action</li> <li>• Divides you into disconnected parts</li> <li>• Overemphasizes some of your aspects</li> <li>• Ignores, represses, or denies other aspects of yourself</li> </ul>	<p><b>Your True Self allows you to live from your whole, genuine identity—you can:</b></p> <ul style="list-style-type: none"> <li>• Identify with your own unique individual self</li> <li>• Make choices and take action based on what you really value</li> <li>• Recognize, acknowledge, and integrate all aspects of yourself</li> <li>• Use all of your abilities, gifts, and talents</li> <li>• Feel more complete</li> </ul>

<p><b>Emotional limitations of the False Self:</b></p> <ul style="list-style-type: none"> <li>• Feel unworthy of love</li> <li>• Not able to love yourself</li> <li>• Has difficulty giving love to other people</li> <li>• Avoids genuine intimacy</li> </ul>	<p><b>Your True Self brings more love into your life, because you:</b></p> <ul style="list-style-type: none"> <li>• Know you are worthy of love</li> <li>• Can feel healthy self-love</li> <li>• Can fully love other people</li> <li>• Can create genuinely fulfilling relationships and intimacy</li> </ul>
<p><b>A limited (and limiting) Belief System, causes you to:</b></p> <ul style="list-style-type: none"> <li>• Feel trapped by old negative beliefs</li> <li>• Be easily thrown off course by negative circumstances</li> <li>• Become overwhelmed by change</li> <li>• Believe that only external circumstances make you feel important</li> <li>• Feel disconnected from your own genuine sources of meaning and purpose</li> </ul>	<p><b>An expanded, empowering Belief System, causes you to:</b></p> <ul style="list-style-type: none"> <li>• Recognize your innate power to create effective change</li> <li>• Stay centered, no matter what</li> <li>• Transform negative circumstances (past, present, and future) into positive outcomes</li> <li>• Connect to your own inner sources of meaning and purpose</li> <li>• Know that your life is innately important</li> </ul>

### **Why your False Self cannot bring you genuine happiness and success**

There are many ways in which a person’s False Self-Image holds them back from genuine success and fulfillment.

- **An External orientation—believing that you are your accomplishments**

Like many of us, I was brought up to believe that success could be measured according to external criteria such as status, power and possessions, and that winning was the key to success. Competition was my way of life. I loved engaging in the challenge, strategizing and doing whatever had to be done in order to win. Competition focused and energized me around the only thing that mattered in my life—winning. However, this competitive attitude was preventing me from having truly fulfilling relationships with other people.

A core belief of the False Self is that you are your accomplishments, and are valued according to your accomplishments. Take away your accomplishments, and you have no value.



Accomplishing things and winning can certainly bring you happiness, at least temporarily; but ultimately your feelings of self-worth have to come from within. In order to live authentically, you have to discover that your True Self is more than your external accomplishments.

- **Overemphasis on achievement causes you to feel intrinsically unimportant**

If you identify yourself with your achievements, then you are valued only for what you can achieve. You are important only as long as you keep on achieving. Your life is important only as long as you keep on achieving.

You need a more authentic basis for feeling that you and your life are truly important.

- **Extreme Perfectionism**

When I was living from my False Self, I was an extreme perfectionist, as are many of the people I've worked with.

There's nothing wrong with having high standards, being good with details, and taking the time to do a job well, if you can also recognize that making mistakes is part of the process and you can learn from your mistakes. But that's not who I was. Being an extreme perfectionist means that you always have to be totally perfect, period. Unfortunately, the flip side of extreme perfectionism is that no matter how hard you try, you can never quite measure up to the absolute standards you've set for yourself. If you make even one mistake—if you fail even once—then you consider yourself a total failure. Does that sound familiar?

You can become so preoccupied with trying to be perfect that you miss the positive benefits generated by mistakes. Mistakes are a form of feedback, but the perfectionist is so busy responding to the self-critical voices in their own head that it's difficult for them to pay attention to this feedback communicated by their mistakes, and as a result they can't learn from their mistakes, or they can't shift out of a poorly-chosen course of action.

Ironically, extreme perfectionism actually holds you back from taking action. When faced with a project they have to accomplish, extreme perfectionists procrastinate, because they are so afraid of making a mistake.

You may feel that your perfectionism is simply part of who you are; but if you are an extreme perfectionist, this characteristic actually prevents you from being as successful as you might be, and it can bring much anguish and anxiety into your life. The good news is that because

extreme perfectionism is part of the False Self, you can transform it by reconnecting to your True Self. (See Chapter 9.)

- **Trying to be your False Self prevents you from being a whole person**

Our False Self-Image overemphasizes a few limited aspects of ourselves, especially our work and our striving for status and material success, while it ignores, represses, or denies other parts of ourselves—such as our need for love, intimate relationships, leisure, play, and other non-work-related aspects of oneself.

But you can't really feel happy and fulfilled if parts of yourself are being ignored or denied.

- **The limited thinking style of the False Self limits your effectiveness**

Because your False Self-Image requires that you always think, talk, feel, and act positive, it prevents you from seeing the whole picture, and actually limits your ability to develop options and choices.

Limited thinking limits your effectiveness. The limited thinking style of the False Self prevents you from seeing the full range of possibilities, which limits your ability to make decisions and act effectively. Over the years I've seen many examples of how an exclusive focus on the positive caused business owners to make personal and business decisions that were doomed to fail, or led them to take unsuccessful approaches to transitioning into the next chapter of their lives.

Living from your True Self allows you to expand your thinking, so you can become more creative and effective, and make more successful decisions.

- **Constant worry about what other people will think**

Because the purpose of the False Self is to constantly impress or be pleasing and acceptable to other people, when you live from your False Self-Image, you are always worrying about the impression you make on other people.

True self-confidence comes from feeling comfortable with yourself and your own inner values, instead of constantly trying to shape your life according to other people's criteria.

- **The False Self prevents you from bringing love fully into your life**

Overemphasis on your work limits the time and energy available for your family, and your focus on achievement can carry over into your family and other personal relationships, distorting how you relate to other people. For example, you might value the people close to you only for their achievements and express love for them only if they live up to your excessively high standards, rather than loving them for who they are.

Trying to maintain a False Self-Image also means you are afraid that if other people get too close, they will find out “who you really are”—which includes your hidden negative aspects. This prevents authentic relationships and genuine intimacy, because you can’t share your whole self with other people.

Living from your True Self allows you to bring authentic love and genuine relationships into your life.

### **The System for Self-Discovery: A systematic methodology for living from your True Self**

While I was on my own journey of self-exploration and discovery, I was also reading about dynamic new worldviews based on the latest scientific discoveries in fields such as cosmology, astronomy, physics, ecology, biology, medicine and health care, mathematics, information technology, and brain science (neuroscience).

In contrast to the static, materialistic worldview of the Mechanistic Paradigm, these new scientific discoveries are revealing that we live in an ever-evolving universe; each of us is personally connected to the dynamic forces and creative patterns of the universe; how we think influences the reality we experience; and by changing how we think and act, we can literally “rewire” our own brains and change who we truly are.<sup>3</sup>

The System for Self-Discovery presented in this book brings together and applies many of these new scientific discoveries to help you move beyond your False Self, so you can rediscover and live from your own unique True Self.

### **Change your beliefs, change your life**

The System for Self-Discovery emphasizes changing your beliefs about yourself and the world. Understanding how powerfully your beliefs shape your reality, and realizing that as you change your beliefs, you can change your life experiences, is key to your self-discovery and the creation of a fulfilling new life.

If you believe something is possible, you will try to achieve it, while if you believe that something is not possible, then you will not bother attempting to make it happen. For example,

if you believe that your future will be boring and meaningless, you will do everything possible to stay where you are now in life. In both positive and negative ways, your beliefs create your model of the world and what you think is possible in it.

The concept that your beliefs create your reality has now been well documented. It is applied in psychology, medicine, even in business and sales training, and many books and seminars teach how to apply this concept for success in business or for personal growth and empowerment.<sup>4</sup>

Numerous examples demonstrate how what we believe can actually create our personal physical reality. For example, during a football game in Monterey Park, California in 1982, four spectators had to leave their seats because of severe nausea and dizziness. These four individuals had all drunk soda from one specific dispensing machine. Out of concern that the water or syrup in all the dispensing machines might be contaminated, officials made a public announcement requesting that no one consume any soft drinks from the beverage-dispensing machines until the precise cause of that sudden illness could be ascertained. Upon hearing this, numerous spectators throughout the stadium suddenly started retching and fainting, and 191 people had to be transported to local hospitals, where emergency-room physicians reported that they all had genuine symptoms of food poisoning. (Surprisingly, all these people who became ill in response to the public announcement quickly made a complete recovery.) Subsequent laboratory analysis of the components of the soda in the rest of the stadium showed that there was nothing wrong with it.<sup>5</sup> It seems that these hundreds of fans believed so strongly that they might have drunk poisoned soda, that their bodies produced the actual physical symptoms of food poisoning, even though their soda was in fact untainted.

In another example, 150 medical students were given various psychotropic drugs. Half of the students were told they were receiving a tranquilizer, while the other half were told they were receiving an antidepressant. In actuality, the group who thought they were getting the tranquilizer received the antidepressant, and the group who thought they were getting the antidepressant actually received the tranquilizer. In more than half of the cases, the students showed symptoms which reflected what they thought they had been given! For these students, their power of belief was so strong that it not only overcame the effect of the actual ingredients in the medications they had received; their beliefs actually produced physical symptoms that matched what they assumed they had been given.

A third example provides a dramatic demonstration of how our beliefs can create limiting mental “walls” that restrict our actions. I saw this in a video of a large fish—a Northern pike—that was put into a spacious fish tank, then a smaller fish tank was inverted and placed over the pike. Tiny minnows—the pike’s natural food—were then placed in the water just outside the inverted tank. Every time that pike went to feed on those minnows, it would hit the glass walls of the inverted tank. The more it kept trying, the more it would hit those walls. After a while,

the smaller tank was removed, allowing the pike to swim out to catch the minnows; however, that pike stayed within the confines of the previous barrier. It believed that those walls were still there, even though they were now gone. The pike was starving, and its food was swimming all around it, but it couldn't move out beyond its self-imposed walls to get what it needed.<sup>7</sup>

Our own limiting mental walls prevent us from seeing a whole new world of possibilities. These limitations have been created in us through beliefs such as "I can't do that" or "This is impossible." Showing you how to expand your mind beyond limiting assumptions and how to create new alternatives and beliefs, the System for Self-Discovery that I developed will help you actualize your fullest potential and help you successfully make any life transitions you may be facing.

### **The Power of Courage, the Power to Change, and the Power to Choose**

The System for Self-Discovery brings three gifts to assist you in becoming your True Self. First is the Power of Courage, a power which is inherently yours. The System for Self-Discovery will help you develop a strong belief in yourself, creating the courage which enables you to stand up to whatever difficulties you may face while exploring your inner self and creating a new life. Courage provides you with the freedom to go beyond your fears so that you can test your limits, break through barriers, and move to places you have never been before. The System for Self-Discovery provides you with the courage to make meaningful changes in your life.

This courageous attitude brings a second gift: the Power to Change, which allows you to realize that you no longer have to do the "same old, same old," that there are new ways to live. Through the System for Self-Discovery, you begin to see a whole new spectrum of alternatives, an expanded range of options for yourself and your life. The Power to Change allows you to move beyond what you previously believed to be the "old you." As you realize that you can be different, the System for Self-Discovery will help you transform your life.

An expanded awareness of alternatives brings the third gift: the Power to Choose, because you have the fundamental right to choose how your life will be. The Power to Choose awakens your power to make your own decisions, rather than letting other people make decisions for you. Your choices create your life, and the Power to Choose will help you make the choices that allow you to live more authentically.

The System for Self-Discovery can provide you with the power that is inherently yours as a human being to choose how you want to spend the rest of your life. It will help you open your life to gifts and opportunities far greater than you could ever have created through your limited, isolated False Self.

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