

BRAVERY



ABOUT

Bravery doesn't mean you aren't scared; it means your legs are shaking, but you do the right thing anyway. Facing your fears and standing up for what matters is your true power.

CORE CONCEPT

Bravery = Fear + Action

- Bravery is not "fearlessness" (that is recklessness).
- Bravery is "I feel scared, AND I choose to do it."
- The Truth about Confidence: Action \to Success Experience \to Confidence. Do not wait for confidence to arrive before acting.

THE GOLDEN QUESTION

Cost of Inaction We often overestimate the risk of action but underestimate the cost of inaction.

“If I stay exactly as I am for 1 year, 5 years, or 10 years, what will my life look like?”

Fear Setting Protocol

When you hesitate on a difficult decision, visualize the vague fear:



Curiosity about "Context": Don't predict the result; observe the variables.

- ☐ He didn't reply, so he must hate me.
- ☒ I am curious, what is preventing him from replying right now?



Curiosity about "Others": Don't judge quickly; seek to understand.

- ☐ This client is difficult.
- ☒ I am curious, what past experiences make him so sensitive to price?



Curiosity about "Self": Don't attack yourself; practice self-awareness.

- ☐ Why am I so nervous? I'm useless.
- ☒ I am curious, what is this nervous feeling trying to prepare me for?