

OMITTING THE NEGATIVE SELF-ASSESSMENT

While in general it is always good to be open to different ideas and experiences, in the case of negativity, openness is a bad thing! In this chapter, we will check on just how open you are to the negative influences around you. Answer the following questions using the scale of one to five hearts and see how effectively you have shut yourself against the P4s and other negative traps that can waylay even the most promising of brands and careers. The lower your score, the better off you are.

Scale

- | | | | |
|---|-------|-------------------|--|
| 5 | ♥♥♥♥♥ | Strongly agree | That's really, really true about me. |
| 4 | ♥♥♥♥ | Agree | That would be me. |
| 3 | ♥♥♥ | Somewhat agree | 50/50 sometimes, sometimes not. |
| 2 | ♥♥ | Disagree | That absolutely has nothing to do with me. |
| 1 | ♥ | Strongly disagree | Let me take the fifth on this. |

What's Your Pulse Rate?

6.5 Questions Measuring How You Deal with Negativity

- 1. I find myself spending a lot of time worrying about negative things that were said about me.
- 2. I internalize 40 percent or more of the negative feedback that people say about me.
- 3. If you want to stop me dead in my tracks, just give me negative feedback.
- 4. I learn very little from negative feedback.
- 5. I know how to extract the positive out of negative feedback and use it to strengthen myself.
- 6. I often elect to do something fun and pleasurable even when I know I should be working on something that will bring me a greater degree of success.
- 6.5 I crumble very easily under pressure.
- Total

Now that you've taken the test, let's analyze your openness to negativity:

Scores

- **29–35:** You are wide open. You are extremely sensitive to the opinions and judgments of others and are constantly second-guessing yourself for fear of doing something that will bring criticism. As long as you carry this self-defeating attitude, you will not be able to build a successful brand or achieve your aspirations. You need to start strengthening your resolve and following the 6.5 steps to omitting negativity before you find your career completely derailed. Remember that negativity can just as easily leave through an open door as it can enter!
- **21–28:** You are easily accessible. You are not completely dominated by negativity in the way a wide-open colleague is, and you probably function in a fairly positive manner if you are not facing any outright negativity. But once negative people and influences appear, you quickly come under their sway. Negativity instinctively senses and pursues its most vulnerable targets, so you probably encounter it often. You also need to review the 6.5 steps and make sure to follow each one thoroughly if you want to have any chance of overcoming negativity to build a successful brand.
- **14–20:** You are behind closed doors. You have managed to remove yourself from the run-of-the-mill negativity that most of us encounter on a regular basis. You do not allow yourself to become snared or distracted by offhand comments and petty political maneuverings. But closed doors are not the same as locked doors. Serious negativity, the type that damages lives and ruins careers if left unchecked, can still open your door and find you. You have taken some good first steps, but do not assume you are now safe. You still have plenty of work to do.
- **9–13:** You are behind a locked door with a peephole. You understand the threat negativity poses and the many different forms it takes and have developed effective strategies to deflect or neutralize it. Your door is locked, making it extremely difficult for negativity to get through. But your door still has a peephole, indicating that you find it hard to resist occasionally glimpsing at negativity and letting it invade your thoughts. Like most things that are bad for us, negativity holds a peculiar attraction. Resist it—there are much better ways to spend your precious spare time than focusing on negativity!
- **7–8:** You are behind a reinforced steel door with a deadbolt lock. You have erected complete defenses against negativity. Your door is impenetrable to the intrusion of negativity, unless you choose to open it. The lack of any type of peephole indicates that you have learned to ignore the dangerous allure of negativity and instead put it completely out of your life. You have truly omitted negativity, bringing you one major step closer to building the best possible brand and achieving all of your aspirations.