Go For No! - Andrea Waltz

1. You have to be willing to fail more. Paradox of failure and success

   1. We are always taught to be more successful. To avoid failure.
   2. Most people think that failure and success are on 2 ends of the spectrum.
      1. They are actually yin and yang - opposite sides of the same coin
      2. They come hand in hand, but we want to separate them so badly.
   3. You are not just trying to prove yourself … you are there to learn and grow.
   4. Neils Bohr
      1. “The opposite of a fact is a falsehood. But the opposite on one profound truth may very well be another profound truth.”
      2. When we are going for great successes in our lives, we have to accept that failures will be a part of the journey.
   5. People try to avoid failure - they don’t want to look foolish. They want to avoid being judged. And hence they run away from trying.
   6. Failures will never stop.

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2. **Taking Action - Intentionally increase your failure rate**
   
   1. Not just about thinking about NO, but actually taking action on it
   2. Once we embrace the path of going after NOs, some weight lifts off our shoulders. We don’t have to succeed. We can go and experiment and try and have fun in the process.
   3. We can’t fail at failing □
   4. Embrace no as the process - to get to the end goal
   5. What’s the worst that can happen - now you have already faced it
      1. That’s when you start getting YESes
   6. When we attach ourselves too tightly to an outcome, we get really wound up.
      1. We have to have high intention, but low attachment to the outcome.
      2. Intensity + fun way of going about it.
   7. Thought of failure stops most people from trying

3. **Worst no that we ever get**
   
   1. The no we give ourselves
   2. We are trying to protect our EGO, so we tell ourselves NO
   3. 2 kryptonites
      1. Pre-judging others
      2. making Assumptions
   4. We put limits on ourselves - and stop trying
      1. It becomes automatic and we stop trying over time
1. Set a NO Goal - Specific Number of Nos
   a. Create a NO awareness - Take inventory
      i. How many NOs are you getting right now?

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<th>Day</th>
<th>Number of NO’s received</th>
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b. Set a goal for NOs next week and track them

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<th>Day</th>
<th>Target NOs</th>
<th>NOs Accomplished</th>
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2. Celebrate - Celebrate the NOs
   a. Identify the reward you get when you hit your Target # of NOs

3. Managing Fear and Anxiety of Rejection -
   a. Calming Breath - The 3 step breathing process. DO this 4 times before going into a situation where you feel that you might get rejected or fail:
      i. 4 count inhalation
      ii. 3 count hold
      iii. 7 count exhalation through your mouth