

Chapter Eight: Puberty

“Honest communication always brings enlightenment.”



Chapter Eight Challenge: Dealing With Setbacks.



As you will read in the excerpt below, no brand, company or person is exempt from minor and major setbacks. Losing a partner, board member, or business associate can halt everything... and quickly... if you are unprepared with the wrong mindset.

Enjoy this excerpt from The Birth of a Brand:

“Neil had died. He had been in a motocross race and suffered a massive heart attack. He was pronounced dead when he arrived at the hospital. For a few minutes, my mind went numb, until I began to put two and two together. He knew, I thought. All those times I chided him to join a health club flashed back to me, and I recalled how he had just laughed. Was this why he bought the insurance policies? Was he expecting to die soon? Did he keep his worries to himself to avoid jeopardizing the insurance? ...That night in bed a chill came over me, perhaps the opposite of the goose bumps that always alerted me to a brilliant opportunity. This time it was a sense of foreboding, a certainty that I would soon be facing something terrible and it was time to hunker down and be strong and smart.”

Challenges and setbacks are two different concepts. In an earlier chapter we talked about accepting the challenges that come our way and making the most of them to propel ourselves forward. Setbacks can knock us off our feet and can even sometimes be devastating and heartbreaking, like the one mentioned above. When we experience these kinds of setbacks, rather than run head first into the chaos looking for the lessons, instead we should focus on planting our feet firmly because what follows can be a massive storm.

When wave after wave is crashing over you, the best thing you can do is stand firm.

No matter how badly you may want to walk away or throw in the towel. No matter how many times the thought “why is this happening to me?” tries to creep into your head and trick you into giving up. No matter how many setbacks you must face.

Your Challenge I want you to really think about the negative thoughts that try to force us into submission when we are facing setbacks. List them below. I have filled in the first one for you:

1. Why is this happening to me?
- 2.
- 3.

Now next to each one I want you to write a replacement statement you can use, that focuses on how you can get through setbacks rather than become victimized.

**“You can tell a lot
about a person not
just by their
successes, but by
how they deal with
their setbacks.”**

-Sarah Mlynowski