



How to
**stay focused, overcome fear,
& keep your spirit tuned**
in the face of uncertainty

There's no doubt about it. Uncertainty is scary. Amidst social upheaval, market uncertainty, and unprecedented unemployment, it's natural to feel anxious about the future.

It's normal to want to draw in, hole up, and hold on for dear life.

Maybe you've felt like giving up, or been paralyzed. Perhaps you've felt angry or confused about what steps to take next. Or you've fallen into scarcity mode, believing it's impossible to pursue your vision right now, whether that's starting your business, making a career move, or improving important relationships.

The truth is, if you're reading this, you have what it takes to be successful despite troubling circumstances.

The COVID-19 crisis is a training ground for you to **sharpen your mindset, double down on your vision, and serve more generously than ever before.**

The big question is: are you honing your focus and energy to reach your goals right now, or are you letting fear and uncertainty stop you?

This guidebook includes practical inspiration, resources, and exercises to create the results you want in your life, even and especially right now.

Be proactive

“I know of no more encouraging fact than the unquestionable ability of man to elevate his life by conscious endeavor.”

-Henry David Thoreau

Proactivity vs. Reactivity

Every day, you have a choice.

You can spend time and energy consuming the news, worrying about things that are beyond your control, or you can pour your resources into things that will change your life for the better.

You can focus on circumstances or possibilities. Threats or opportunities. Fear or hope.

You can be reactive to circumstances or proactive to create your vision.

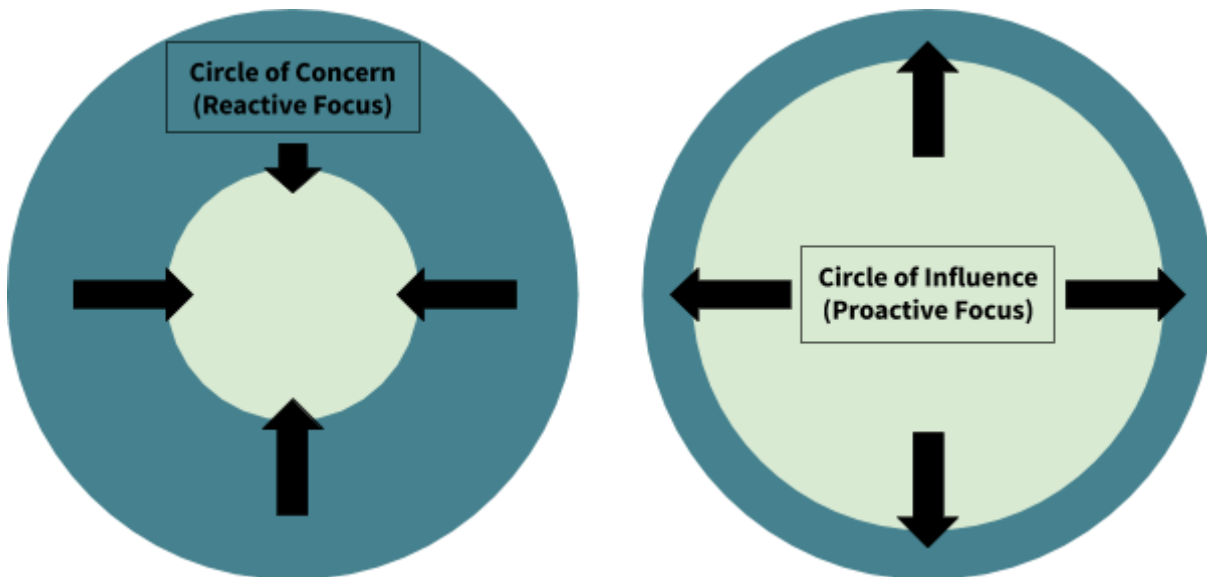
In Stephen Covey's classic, [The 7 Habits of Highly Effective People](#), Covey defines the habit of being proactive, saying, “As human beings, we are responsible for our own lives. *Our behavior is a function of our decisions, not our conditions.*”

He illuminates the power of proactivity through a simple framework: **the Circle of Concern** and **the Circle of Influence**.

Inside the Circle of Concern is everything you're concerned about, including things you have no control over, and things you can influence.

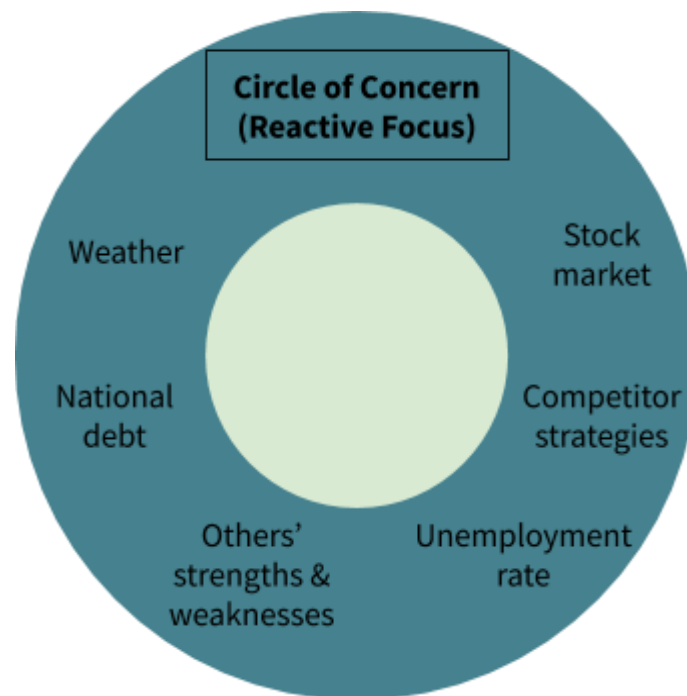
You've probably had this experience—when you worry about things you can't control, the world feels like it's closing in on you. On the other hand, the more you act on things you can influence, the more powerful you feel and the bigger your Circle of Influence grows.

Through awareness and conscious focus, we can increase our level of proactivity and, in turn, the quality of our results.



Covey wrote the 7 Habits in 1989, and they're more relevant now than ever. At a time when the pull of outside forces and fear are especially strong, this is a great reminder to draw our attention back to what we can control!

Your Circle of Concern



When you're living reactively, you allow outside forces to determine what you do and how you feel. Signs that you're in a reactive state are: worrying incessantly about things, blaming others for your experience, blaming the

economy for your company's results, saying "I can't, because..." thinking to yourself, "that's just the way things are right now."

Living reactively drains your energy, slows you down, and prevents you from having a healthy human spirit.

It's also a common experience. If you become aware of yourself being reactive, that's okay. We all have reactive moments!

Learning to recognize when you're being reactive is the first step to proactively lift your spirit.

Put information into action

This exercise will make you aware of all the things you're concerned about, including things that are draining your energy and spirit. Writing these down will help clear your mind now, and help you identify your fear triggers.

What's in your Circle of Concern right now?

List all the things you're concerned with, big and small.

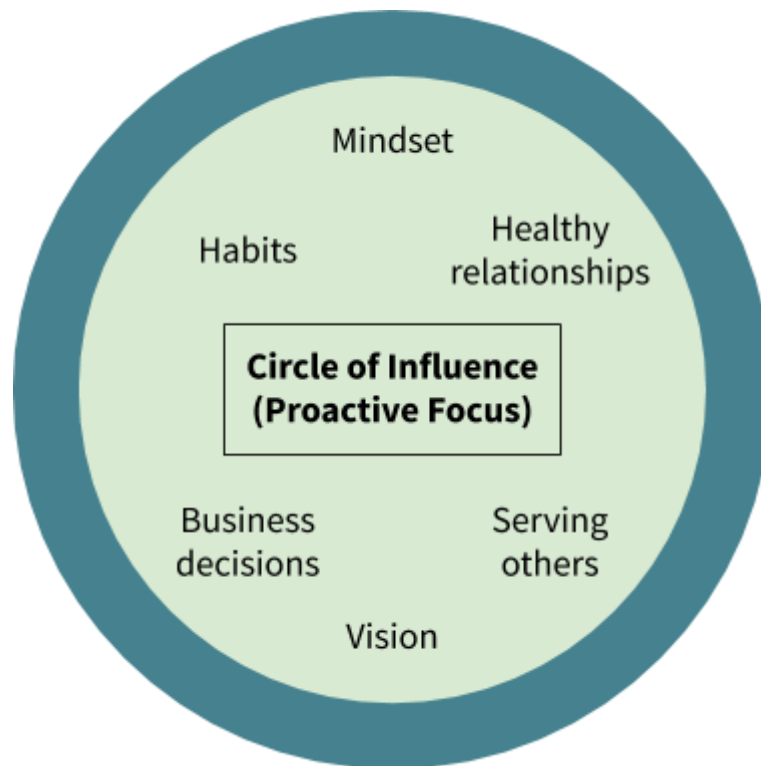
Include things you have no control over, and things you can influence.

Get it all out. Brain dump.

What are the concerns that are most draining? Circle the top 5.

By recognizing you're reacting to events outside of your control, now you have the power to intentionally shift your focus. Let's move your attention into your Circle of Influence.

Your Circle of Influence



Inside your Circle of Concern is the Circle of Influence. This circle is more exciting because these are things you can do something about!

Spending time and energy in your Circle of Influence strengthens your spirit, community, and bottom line.

Covey writes, "Proactive people focus their efforts in the Circle of Influence. They work on the things they can do something about. The nature of their energy is positive, enlarging and magnifying, causing their Circle of Influence to increase."

Inside your Circle of Influence, you're proactively connecting with your vision, serving people, [pivoting your business](#), taking advantage of the time at home for self care, and building meaningful relationships.

Focusing your attention on what you can do is energizing. When you're making progress on projects and relationships you care about, it elevates your spirit and magnifies your impact on the world.

Put information into action

Now it's time to refocus your attention to reach your goals.

Take a look at the list you made in the last exercise. Take a moment to add anything that's missing.

Now, put a star next to at least 3 things that are in your Circle of Influence.

Write down [one small action](#) you can take this week in these 3 areas.

Hint: one powerful action you can take is to reconnect with your vision.

Put your action items on your schedule.

Keep your vision in focus

“The key to success is to focus our conscious mind on things we desire, not on things we fear”

-Brian Tracy

Your vision, your impact

As a professional, you know your vision is essential to drive you forward. However, when a major challenge strikes, vision can become clouded by fear. It's easy to focus too much on current events. But that focus doesn't help you make progress on your goals.

Now more than ever, you must give yourself time to dream.

During uncertain times, you must do whatever it takes to keep your vision clear and close.

You must [stay connected to your why](#). (Yes, it's worth watching Sinek's talk again.)

Vision is fuel for your spirit!

When you're crystal clear on your purpose and the value you bring to the world, it's much easier to take consistent action in spite of fear and uncertainty.

Your "why" energizes you and inspires everyone in your circle of influence.

Visualize your ideal outcomes

[Visualization is scientifically proven to increase your chances of succeeding](#) in two key ways:

Overcome fear and anxiety of the unknown—your vision might seem scary because it's something you haven't experienced. As you visualize it, your brain records your vision as memory. Basically, you trick your brain into thinking you've done it before, and you decrease "fear of the unknown" anxiety.

Program your inner GPS—the reticular activating system (RAS) is a network of neurons that makes sure your brain doesn't have to deal with more information than it can handle. Basically, it acts as a filter—selecting what to notice, and what to ignore.

The RAS notices what it believes is important. It prioritizes everything that concerns your survival and safety as well as *the things that match the current content of your mind: beliefs, thoughts, emotions, etc.* Basically, your RAS

constantly looks for data in your environment that matches and reinforces your thoughts and belief systems.

By visualizing your dreams and goals, you are programming your brain to notice opportunities that take you closer to your vision.

Put information to action

Refuel your why: write down your answers to these questions.

For you:

What do you live to do?

Who do you live to serve?

What problems do you most look forward to getting up every day to solve?

What and who gives you strength in times when you feel lost?

For your company or career:

Why was this company started?

Why did you take this career path?

Put information to action

Visualize your success.

[This meditation](#) is designed for you to calm your mind, connect to your vision, and experience it on a visceral level. Enjoy!

Nurture your relationships

“Life is a gift, and it offers us the privilege, opportunity, and responsibility to give something back by becoming more.”

-Tony Robbins

Your relationships = your net worth

[As a relationship coach](#), Elise Dorsett is passionate about helping people build personal relationships that make them successful in every area of life.

The truth is, strong relationships—both personal and professional— keep us afloat during challenging times. [Actively building and cultivating connection with others pays off big time—both emotionally and financially.](#)

Studies confirm. In fact, the main conclusion of a 75-year project run at Harvard called The Grant Study, concluded, "warmth of relationships throughout life has the greatest positive impact on 'life satisfaction.'"

In other words, [your good relationships have the greatest positive impact on your happiness.](#)

Better relationships also lead to financial success. According to the same study, *“those who scored highest on measurements of “warm relationships” earned an average of \$141,000 a year more at their peak salaries (usually between ages 55 and 60).”*

If you’re not actively creating great relationships, you’re missing out on a deep source of joy, fulfillment, and financial opportunity.

The “Golden Rule of Business” from the Go-Giver philosophy is this:

“All things being equal, people will do business with, and refer business to, those people they know, like, and trust.”

Maybe it’s obvious. But often, we get so wrapped up in results that we forget about building real relationships.

This time of crisis and social upheaval is giving us all the opportunity to remember how to authentically be there for each other, in spirit and action.

The golden question to strengthen your relationships

“How can I serve?”

Let this question gently roll around in your mind every day.

Serving others takes your focus off fear and redirects you to use your strengths, skills, and experience. How and who you serve is squarely in your Circle of Influence.

In the classic book, The Go-Giver, the main character discovers that:

“Shifting his focus from getting to giving (and, when we say ‘giving’ in this context we simply mean ‘constantly and consistently providing value to others’) is not only a more pleasant way to conduct business, it’s actually much more financially profitable, as well.”

Even if you’re not exactly sure yet how to serve in a time of crisis, just keep that question in your mind. [Be playful about it](#) and, before long, you’ll start to see creative new ways you can add value.

In the meantime, embrace empathy and [be truly generous](#). Be connected with people. Send messages and emails. Call people. [Join the Spirit Drivers digital forum](#) with a friend. [Ask questions](#). Check in.

Take a personal approach. Ask your family, friends, customers, and prospects how things are going and what they need. Be curious. Follow up.

Maybe you’ll notice an opportunity you never saw before. Maybe you’ll spark a new partnership or collaboration. Maybe you’ll create a new way to serve.

Allow your vision to guide you. Serve from your heart.

Put information to action

Reach out and serve your personal and customer communities.

Make a list of your favorite customers, your favorite prospects, and your favorite people in general.

Customers	Prospects	People

Take a look at this list of 30 people, and circle the first 5 that you feel comfortable reaching out to with something of value for them. It could be a simple note about how much you appreciate them, a video or article that will help them, or a creative new offering to serve them.

After you've reached out to the first 5, how do you feel? Have your spirit and vision improved? We're certain it has. Continue down your list, serving the people you care about!

Thank you

“Success is stumbling from failure to failure with no loss of enthusiasm.”

-Winston Churchill

We appreciate you investing your time and energy into this guide. The more proactive, service-oriented leaders there are in the world—who let no circumstance (not even a global pandemic) get in the way of their vision—the more collective value and positive energy we can create.

We wish you the best on your journey,

Elise & Gregg

Founders and Facilitators of Spirit Drivers Digital Forums

Find out more and apply to join Spirit Drivers [here](#).

