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CHUCK TALK: Too often, our ego gets in the way of moving forward

Get rid of unimportant feelings and focus on what makes you better

BY CHUCK MACHE

Think for a moment about the following circumstances:

- We walk by our company conference room and there is a meeting going on with executive management and many of our peers. We were not invited and it bothers us. While we really dislike getting sucked in, it still bothers us. Apparently our opinion is not as important as it once was. It's our ego.
- Our company is providing an optional training program and certain modules would really help us improve. We look at the list of sign-ups and see that the classes we should attend are made up of many of the "strugglers" and newer people. While it could make a real difference in our activity, we instead go to a class with our friends. It's our ego.
- We're sitting with a client and he makes an opinionated comment on a subject matter that has nothing to do with our business relationship. We know that he is way off base in his thinking. Do we let it pass by us without responding? Absolutely not. We must set him straight and correct his thinking. Yes, we just won the battle, but what did it gain us? Later, we play the scene over and over again in our heads knowing full well we just made a bogey. It's our ego.
- One of our peers gets promoted into a position that they really wanted, worked for and are more qualified for than we are. We didn't apply for the position, nor were we encouraged to do so. We feel jealous and proclaim things like we "really didn't want to move in that direction." Deep down, it's a different truth. It's our ego.
- Our office seating is being reorganized and we're told where we will now work. While it is an upgrade, we don't like that we weren't consulted and given a choice of seating arrangements. We're certain others on the team were conferred with and it validates our thinking of a continued conspiracy. It's our ego.
- Our business is ramping up nicely. In fact, we're hitting our goals. We notice, however, that our manager is spending more one-on-one time with others who are not selling as much as we are. While it really is a good sign, and we want minimal interaction anyway, we are still bothered by the lack of attention. It occupies our brain. It's our ego.
- A new salesperson on the team really needs some help so they ask us to take some time to clarify a few things. We don't have time because we're focused on our own agenda and have no time for distractions. We reject them and send them to their manager. Deep inside we are bothered by our narcissism. It's our ego.
- We've just been beat by our competition and it stings. Instead of doing a true evaluation of why we didn't win and ensuring that we don't make the same mistakes in the future, we proclaim, "We lost

because of price." Deep down, we know we were outworked, outsmarted and just plain outsold. We consider starting a campaign to change our pricing. Inside we know it's a smokescreen. It's our ego.

- We're at the company mixer awaiting recognition for our performance from the previous month. We are among several of the top performers. The president makes a point to handle this portion of the meeting. At this meeting, he spends more time recognizing other producers because we notice these kinds of things. We're bothered by this. Doesn't he know who we are? It's our ego.

And then one day we reflect upon all of the things that are really bothering us. After an honest inventory for the first time in we don't know how long – forever sounds about right – we decide we're going to get out of the way of ourselves.

We get a crazy idea. We're going to throw out all that garbage that our "ego" gets us into, the useless mind time dedicated to dragging us down. We're going to stay in our own lane, focus on the vitals of what makes us better, earn more, grow more, be more flexible with the world, stop and smell the roses and feel more personally enriched.

Time passes and while we slip back to our old behavior occasionally, we catch ourselves and again discard the unimportant events that we can't control. We're finding ourselves getting better at what we do. Life feels lighter than ever.

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