

Join us on an Unfear journey

Dear Reader,

You are receiving this because you have been a valued client and an essential part of Co-Creation Partners' journey. We know that you are committed to creating an organization that fosters employee well-being and sustainable high performance. We also know that, those of us committed to these values often must swim against the tide. To support each other in this difficult and rewarding journey, we decided to find ways to continue the conversation with our alumni and bring them together in a community.

As a first step, we distilled our most important insights on facilitating transformations into a book, **Unfear: Transform Your Organization to Create Breakthrough Performance and Well-being**, due out from McGraw Hill on October 26, 2021. This newsletter, **Unfear Unleashed**, is the second step and will draw on the big ideas of our book to facilitate conversations and growth.

Why Unfear?

Fear sits at the root of almost every dysfunctional decision that humans and organizations make. Yet, we as humans will never be rid of fear.

We need fear to survive. It helps us avoid threats, whether they be snakes or starvation. In the workplace, it keeps us alert, focused and gives impetus to action. And, let's face it, fear does drive performance. But only in the short term. Eventually, fear-based motivation almost always leads to a sharp decline in performance and well-being.

This is the Great Dilemma of Fear. Fearlessness is impossible and undesirable, yet fear creates chaos and dysfunction. Our answer to this dilemma: unfear! You won't find this word in the dictionary. We had to coin it to describe a new approach to the challenge of fear. Its definition:

unfear verb 'ən-fir

To fundamentally shift your relationship with fear and use it as a cue for learning and growth

unfear noun

A choice to develop self-mastery in the face of adversity

unfear adjective

Having or showing the ability to transform fear into opportunities for learning and growth

Simply put, to unfear is to shift the story we tell ourselves about fear. Instead of collapsing in the face of fear, we view it as an opportunity for learning and for growth.

**STARTING NOW,
YOU CAN STAY
PLUGGED INTO
AN UNFEAR
JOURNEY.**

We are delighted to reconnect with you through this Unfear Newsletter. As Marcel Proust said, "The real voyage of discovery consists not in seeking new landscapes, but in having new eyes." This newsletter is meant to help you develop those new eyes in bite-sized, provocative installments, coming every 2-3 weeks. We'll make it relevant to you and provide the action steps to make it real.

Worth thinking about

While fear pervades organizations, very few people feel comfortable speaking about it. Instead, they say that they are "stressed." Stressed about a project, about a boss, colleague, etc. How much of that stress is really fear – fear of failure, of being rejected, of judgment, etc.?

Take it to go

For the next week, take five minutes at the end of each day to gauge your stress on a scale of one (not stressed at all) to ten (completely stressed out). Write out all the factors driving stress (unless, by some miracle, you score one every day). Can you peel back the onion and articulate the fears that underlie the stress?

Sometimes, naming a fear can reduce its sting. See if this happens for you. If not, no worries, we will start in earnest in the next issue to give you ways to unfear.

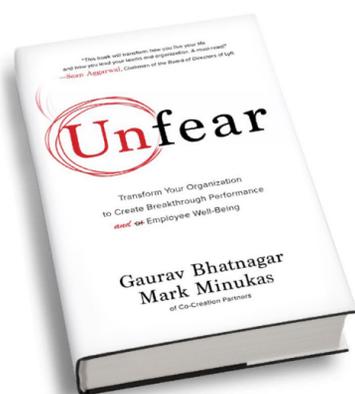
Questions, comments, push-backs

We want to hear from you.

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