

INDEX

- 11-plus exam 4
 90210 (TV programme) 173
- A-Z-via-B, concept of 163
 A'Level 4
 Abilities, and prejudice 92, 181
 Abstract trust 89
 Abusive, becoming 18
 Acceptance, need for 42, 43, 68
 Accidents, greater likelihood of 12
 Acetylcholine 83
 Achievement, need for 102, 108, 116, 125, 219
 Actions and intentions, judgement of 53, 91, 171, 189
 Activity trap, the 130
 Acupuncture 2, 45
 Acute fears 80
 Adapting, need for 66
 Adler, Alfred 225, 226
 Admission, of defeat 183
 Adrenaline 40, 72, 83, 84, 136, 138, 139, 150, 200, 203, 206, 208
 Affected uselessness, concept of 154, 158
 African-Americans 182
 Age, and prejudice 181, 183, 187, 204
 Aggression 18, 133, 182, 195
 Agony-aunt column 171
 Alcohol, for confidence 45
Alice in Wonderland 212
 Alliances, building of 152, 167, 215
 Ambition 119, 158, 159, 161
 Americans 141, 164, 182
 Amygdala 136, 138, 185, 190
 Analytical, being 62, 140, 190, 227
 Anger 12, 25, 26, 31, 34, 39, 47–49, 67, 81, 85, 103, 107, 113, 137–141, 172, 196, 199, 204, 206, 215, 217, 222
 Anxiety, feelings of 14, 20, 139, 201, 206, 208
 Apologizing 87, 167
 Appetite, lose of 194
 Apple Computers 215
- Appreciating the moment 203
 Approval, need for 53, 107
 Arriving early, at functions 144
 Arrogance 85, 173, 211, 213, 217, 219, 238
 Art galleries 174
 Art, as career 117
 Artists 115, 117, 121, 123, 125, 126
 Associates, as audience 127
 Assumptions, need for 45, 141
 Attitudes 68, 147–149, 156, 230
 Austria 224
 Authority figures, defensiveness with 13
 Authority, need for 219
 Autonomy, developing 93, 219, 229
 Autonomy, need for 53, 102, 219
 Availability heuristic 93
 Avoidance tactics 12
 Awareness, importance of 10, 27, 75, 92, 96, 146, 183, 200, 201, 204, 224
- Bad manners, avoiding 199
 Bandler, Richard 113
 Bandura, Albert 69–72
 Bankers 213
 Bates, Tony Dr 194–197, 200
 Battles, letting go of 165
 Beauty, and prejudice 181
 Beck, Aaron Temkin 35
 Behaviour therapy 35, 230
 Behaviourally inhibited, being 137
 Being present, need for 66
 Benun, Ilise 140, 141, 150, 157, 195
 Betrayal 87–90
 Bewilderment 139
 Bigotry 182, 185, 187
 Bipolar 195
 Bishopsgate Institute 202
 Black dog, of depression 200
 Black, as identity 105
 Blame, internalizing of 62
 Blame, taking the 18, 43, 48, 67, 71, 231
 Blamer, as family role 231

Index

- Blaming 32, 48, 62, 68, 155
Blanchard, Ken 159
Blind optimism, need to avoid 63
Blind trust 88
Blood pressure 138
Blueprint, creation of 111
Board of directors 153
Boastfulness 124, 125
Body language 52, 145, 162
Boers, the 164
Bold-timid dimension 137
Boss, not sweating the 72, 164
Botswana 2
Brainy, being 4
Branson, Richard 217
Break the cycle, need to 62, 200
Breathing, need for 23, 203, 208
Breeding, need for 101
Breuer, Joseph 224
Briers, Dr Stephen 35
British Empire 164
Brown-nosing, concept of 166
Buddhists, and meditation 2, 204, 205
Buffett, Warren 73
Building surveyor, career as 4
Bullying, 18
Bumptious, being 55
Bungee-jumping 197
Burka, Jane B. 188–191
Busyness, concept of 128
- Caffeine, avoiding 199, 206
Cairo, Jim 103–107
Calm, need to stay 64, 166–168, 191
Campaign Plan 120, 121, 123, 124, 128–132
Cancer, greater likelihood of 12
Careers 75, 117, 184, 238
Carlson, Dr Richard 164
Carnegie, Dale 50, 79, 85
Carroll, Lewis 212
Cartensen, Laura 95
Catastrophizing, concept of 35, 52
Caunt, John 17, 18
CBT 35–39, 41, 42, 45, 50, 52, 61, 81, 227, 230
Central nervous system 27
Change Paradox, the 42
Characteristic thinking style 36
Charitable, being 3, 199
Charity, giving to 23, 107, 199
Charm, need for 162, 164
Charney, Dennis 136
Cheek, as response to freedom 174, 218
Chelmsford 135
Chess champions 74
Childhood 10–13, 16, 19, 25–27, 35, 64, 76, 83, 93, 139, 140, 189, 193, 195, 201, 221, 225, 230
Children, relationship with 107
Chip on my shoulder, expression 183
Chippiness, concept of 183
Chocolate, quitting 199
- Choices, making 94
Choking, concept of 66, 67, 138
Chronic fears 81
Churchill, Winston 50, 122, 200
Chutzpah 78, 146, 162
Cigarettes, quitting 199
Cinema, as cure for depression 199
Circle of Concern 185
Circle of Influence 185
Cirillo, Francesco 192
Clance, Pauline 184, 234
Class, and prejudice 40, 181–183, 186
Clients 30, 124, 126, 216, 219
Clutch, concept of 65, 66, 121, 160, 236
Cocaine, for confidence 45
Cognitive behavioural therapy 35, 44, 227
Cognitive therapy 35
Cold War, The 128
Colleagues, relationship with 30, 113, 127, 157, 165–167, 192
Colvin, Geoff 73
Commitment, as positive trait 77, 161, 167, 173, 192
Communication, need for 30
Companies House 129
Comparison, to others 212
Competence, belief in 70
Complex carbohydrates 203
Complex trust 89
Compliments, need for 144, 163–165
Compliments, paying 165
Composers 76, 82
Compulsive-obsessive neurosis 26
Computer literacy 31
Computer, as family role 231
Conceited people, dealing with 167
Concentration, need for 65
Concern, feelings of 206, 208
Concrete trust 89
Confirmation bias 91, 92
Confusion, feelings of 206
Conger, Catherine 15
Connecticut, State of 104, 108
Conscientiousness 150, 156
Conspiracy theorists 148
Context, need for 114
Control freaks 189
Control, beyond our 60, 185, 224
Control, excising of 18, 19, 42, 60, 69, 131, 139, 185, 189, 208, 209, 211, 224, 227, 229, 231
Cool, as attitude 99, 166
Coping, need for 19, 64
Costa Rica 2
Costs, baulking at 131
Counselling 172
Courage 3, 78–83, 85, 86, 93, 115, 146, 154, 203, 218
Covey, Stephen 54, 87, 107, 111, 127, 130, 162, 185
Cowardice 3
Coyle, Daniel 73

- Creativity, as pursuit 23, 102, 117, 126, 148, 164
 Creativity, need for 102
 Crime, greater likelihood of committing 10, 12
 Critical people, dealing with 168
 Critical thinking, concept of 94
 Criticism, coping with 3, 165
 Cruel, being 19
 Cub-scouts 4
 Curiosity 143, 146
 Customers, working with 157
 Cycle of excellence 101
- Dating 170–173, 175–178, 182
 David and Goliath 164
 Deadlines 158
 Deceit 87, 108, 167, 214
 Deceitful people, dealing with 167
 Defeatism 197, 222
 Defensive, becoming 55, 165, 216
 Degeneration 108
 Delegation, need for 158, 160
 Demanding boss, the 164, 165
 Demarcation, at work 154
 Demons, facing of 172
 Demureness 55
 Denial, avoid being in 67, 68, 90, 172
 Depression 12, 14, 15, 18, 20, 25, 48, 62, 113, 194–197, 199–201, 208, 222
 Derailments 131
 Desensitization 81, 86, 203
 Desire, need for 30, 42, 43, 54, 116, 125
 Destitution 12
 Determination, need for 72, 100
 Deviant behaviour 12
 Diary, use of 62
 Diet, to alleviate stress 203
 Differentiated trust 89
 Differentiation, need for 22, 78, 96, 127, 182, 183
 Dilation, of the pupils 138
 Discipline, need for 68
 Discipline, of father 10
 Discriminate, need to 51, 181, 222
 Disdain, of others 9
 Disrespect 167
 Distorted view 41, 46
 Distractor, as family role 231
 Distress, feelings of 14, 138
 Distrust, feelings of 3, 87, 90, 182
 Distrustful, becoming 136
 Divorce 12
 Domains, and confidence 72, 73
 Douglas, Michael 160
 Drama club 4, 151
 Dressing well 186
 Dual-cyclone vacuum cleaner 118
 Dutch courage 146
 Dweck, Carol 27, 80, 213, 229
 Dysfunctions, psychological 14
 Dyson, James 118
 Dysthymia 195
- Early-life experiences 20, 59, 195, 238
 Eastwood, Clint 83
 Economic security 26
 Education, poor 4, 11, 70, 93, 183
 Effort, need for 85
 Egotistical people, dealing with 167
 Eight steps to success, concept of 103
 Elation 103, 195
 Elder, Linda 93
 Elevator pitch, need for 160
 Ellis, Albert 230
 Eloquence, need for 101, 102
 Emotional bank account, concept of 87
 Emotional regulation 18, 95
 Empathetic listening 143, 144
 Empathy 23, 93, 172
Endeavour (ship) 9, 22, 50, 54, 73, 74, 77, 100, 116, 120, 122, 129, 148, 189, 218
 Endeavour, need for 53, 54, 116
Endurance (ship) 122, 202
 Energy, loss of 82, 194
 England (football team) 105, 161
 Enlightenment 220, 227
 Enron 211, 213, 214, 237
 Entrepreneurs 76, 217, 219
 Erratic behaviour 14
 Essex boy/mar: as identity 105
 Ethics, need for 108
 Evaluations, poor or incorrect 1
 Evening classes 4
 Excellence, principle of 108
 Excuses 66, 150, 188–191
 Exercise, to alleviate stress 203
 Experience, as root to self-efficacy 71, 72
 Explanatory style 60, 62
 Exploited, feeling 149, 159
 Exposure technique, the 41, 81
 External reinforcement, need for 30
 Extraversion 78, 79, 82, 83, 85, 86, 116
 Eye contact 145, 162, 176
 Eye for detail, and introversion 83
- Facebook 99, 108
 Failure, reaction to 28, 30
 Fair-mindedness 93
 Fairness, principle of 108, 109
 Faking it, concept of 54, 55, 186
 Fame, importance of 106
 Family divisions 9
 Family factory, concept of 231
 Family, as audience 121, 127
 Fantasists 63
 Fantasizing, avoid 172
 Fat kid, and poor confidence 16
 Fat, feeling 171
 Father 9, 10, 13, 15, 30, 48, 52, 72, 75, 76, 105, 231
 Fatty foods, quitting 115, 199
 Favourites, in families 14
 Fear 4, 5, 11, 13, 18, 25, 26, 30, 40, 42, 43, 49, 66, 70, 79–81, 86, 91, 93, 115, 118, 136–142, 152, 168, 171, 182, 187–189, 193, 194, 206–209, 214, 222, 224

Index

- Fear of aging 81
Fear of failure 5, 18, 70, 81
Fear of humiliation 188
Fear of rejection 13, 171
Fear of snakes 81
Fear of social situations 137
Feedback, need for 29, 118, 223
Fein, Ellen 176
Fennell, Melanie 17
Fight of flight responses 84, 136, 206
Fixed mindset, concept of 31
Flexibility, need for 68
Flexible optimism, concept of 63
Focus, ability to 3, 65, 83, 85, 86, 161, 230
Focus, need for 30, 53, 68, 116, 125
Food, need for 24, 26, 206
Ford, Henry 1, 2, 4–6
Foreboding, sense of 16
Forgiveness 48, 87, 90, 177, 178
Formal learning, dislike of 11
Formal studies, being poor at 16
Fox, Bud 160
Frankl, Viktor 230
Freud, Sigmund 35, 83, 224
Friendship, importance of 23, 24, 87, 107, 135, 198
Friendship, need for 23, 24, 87, 107, 135, 198
Fromm, Erich 228
Frontal cortex 95
Frustration 34, 43, 48, 78, 151, 191, 198
Full throttle nervous system 84
- Gambit, opening 142, 143, 154
Gambler's fallacy, concept of the 99
Gangly kid, and poor confidence 11
Gates, Bill 215
Gecko, Gordon 160
Gender, and prejudice 181, 184, 186
Generalizing, concept of 35
Generosity, as need 205
Generous, being 19, 208
Genetics 20, 196
Gestalt therapy 227, 228
Gift to receive, concept of 163
Ginger kid, and poor confidence 11
Giver, being the 12, 105
Gladwell, Malcolm 66, 73
Goals, need for 30, 116, 125
Going Dutch, on a date 176
Goleman, Daniel 69, 136
Good looks, and confidence 101
Grace, need for 83, 148, 223
Graf, Steffi 66, 67
Grinder, John 113
Growth mindset, concept of 31
Grudges, holding of 87
Guarded, becoming 154
Guardian angel, concept of a 47
Guilt, feelings of 43, 139, 183, 194, 196
Guilty conscience 196
Guru, need for 49, 50, 71, 103, 140, 170
Gym, the 63, 174
- Hair pulling 203
Hallowell, Edward M. 101, 235
Hamilton, Anthony 75
Hamilton, Lewis 75
Happiness, importance of 16, 107, 108, 199
Hardwiring, of insecurities 11, 190
Harvard University 137
Hayward, Matthew 214
Healing, need for 90
Health, as a positive 198
Healthy coping 64
Heart disease 12
Heart palpitations 138
Height, and confidence 171–173, 175
Helplessness, concept of 60, 61, 63, 68, 80, 208
Hermit, becoming a 201
Hess, Thomas 95
Heuristics 92–94
Hierarchy of Needs, Maslow's 23
Higher power, concept of 9
Hippies 204
Hippocampus 136, 190
Hollyoaks (TV programme) 173
Hollywood 100
Holocaust, the 230
Homeostasis, humans reaching 207
Honesty, as positive trait 115, 142
Hope, as emotion 36, 45, 48, 50
Horney, Karen 227, 230
Hostility, dealing with from others 139, 141, 182, 223
Hubris 5, 21, 31, 75, 85, 210, 211, 213–217, 219, 220, 223
Human dignity, principle of 108
Humble, being 3
Humiliation, feelings of 30, 171, 188
Humility, as need 205, 215, 217, 219, 223
Humour, as positive trait 173
Hyperactivity 195
Hypnotism 2, 45
Hysteria 224
- Icebergs, looking for 60, 61
Imes, Suzanne 184
Impatience 151, 198
Imperial Japan 128
Important people 142, 161
Imposter phenomenon 183, 184
Inattentiveness, as symptom of depression 194
Income, as a positive 198
Indecision 70
Infant brain patterns 137
Inferiority complex, theory of 225
Inherited emotional patterns 226
Injustice, sense of 139, 186
Instincts 22, 182, 206, 208
Insults 167, 175
Integrity, need for 108, 125
Integrity, principle of 108
Intentions and actions, judgement of 158
Intermediaries, as audience 127

- Interruptions, dealing with 130
 Intimacy, need for 23, 24, 89
 Introversive 82–84, 86, 137, 141
 Inverted pyramid, when goal-setting 110
 Investment banking, career as 238
 Investors, as audience 125, 126
 IQ 70, 74
 Irrational, being 38, 40, 140, 191, 200, 206
 Isolation, feelings of 86
- James, Oliver 13, 36, 231
 James, William 95
 Janov, Arthur 27
 Jeffers, Susan 79, 141
 Job titles, obsession with 104
 Job, need to enjoy 32, 145, 155, 194
 Job/career, importance of 107
 Jobs, Steve 215, 217
 Journalism, career as 117
 Judgement, having poor 1, 19, 46, 51, 53, 68, 70, 91–94, 170, 171, 184, 222
 Judo 4
 Jung, Carl 82, 226
 Jungian archetypes 82, 137
 Juniors, working with 165
- Kabat-Zinn, Jon 204
 Kayaking 204, 205
 Kelly, Grace 83
 Kent, Duchess of 67
 Kinder outlook, developing a 187
 Kindergarten 137
 King, Martin Luther 181
 Kluger, Jeffrey 14
 Knee-jerk reactions 93
- Laboratory for Child Development 137
 Lack of prejudice, need for 23
 Lakhani, Dave 162
 Lazy, being 43
 Learned helplessness 60, 61, 63, 68
 Lee, Gus 78
 Lennon, Jon 27
 Letting go, concept of 47, 165, 209
 Leveller, as family role 231, 232
 Libido, loss of 194
 Limbic system 136
 Listening, importance of 144
 London cabbies 218
 London media industry 183
 London, City of 202
 Loner, being a 83
 Long life, importance of 107
 Loser, feeling like a 197
 Love and belonging, need for 23, 24
 Low attainment 6, 11
 Loyalty, offering and demanding 19, 163, 164
 Lying 37, 54
- Mad Hatter 212
 Making friends 127
 Male confidence 172, 173
- Manchester 4, 173
 Manic depression 195
 March Hare 212
 Marriage 26
 Mars 1
 Martin, Steve 83
 Martocchio, Joseph 31
 Masking 144, 219
 Maslow, Abraham 22–26, 31, 218, 229
 Mather, Mara 95
 Maxwell, John C. 73
 McDermott, Ian 207
 McLean, Bethany 213
 Me Inc/Me Ltd, concept of 22, 31, 91, 128, 204, 218
 Meat, quitting 199, 206, 115
 Mediocrity 108
 Meditation 2, 204, 205
 Mental illness 12
 Mentor, need for 9, 102
 Messages 91, 121, 124–127, 131, 132
 Microsoft 215
 Midas, King 114
 Mindfulness 203–206, 209
 Mindset, concept of 22
 Mission Statement, need for a 45, 102, 121, 150
 Mississippi, State of 65, 182, 213, 225, 228
 Mistreatment, refusing any 177, 202
 Mock, Douglas 15
 Modelling, as root to self-efficacy 71, 72
 Modesty 55, 125, 151, 186
 Mood swings 195
 Moorgate PR 131
 Moralistic, being 19
 Morality, need for 23
 Mother 10, 14, 15, 30, 138, 231
 Motivation 4, 5, 23, 28, 32, 48, 81, 86, 103, 116, 117, 122, 149, 207
 Mozart, Amadeus 73, 75, 76
 Mozart, Leopold 76
 Museums 174
 Music, being poor at 16, 73–76, 99, 108, 109, 117, 197
 Mysticism 19, 26, 49
- Napster 99, 108, 112
 Nationality, and prejudice 181
 NATs 39
 Nazi Germany 128
 Negative Automatic Thoughts 39, 200
 Negative feedback 29, 277
 Negative goals, concept of 22, 31, 91, 128, 204, 222
 Negative self-beliefs 17, 36, 43, 44, 92, 221
 Negative tapes, switching off 51, 123
 Networks, need for 101, 154
 Neuro-linguistic programme 113
 Neuro-transmitting chemicals 138
 Neuroscience 101
 Neurosis 26
 New scripts, need for 115
 New York 5, 114, 176, 182, 237

Index

- NHS 36
Nightclubs 174, 178
NLP 112, 113, 145, 207
Nonjudgement, as need 205
Noradrenaline/norepinephine 138
Norepinephine/noradrenaline 138
North Carolina State University 95
Novotna, Jana 66
Numbers game, concept of 174
- Objectives 66, 121–123, 128, 129, 132, 158, 185, 187, 190
Observing, importance of 34, 54, 55, 92, 103, 110, 124, 192, 218
Obsessing, need to stop 147, 164, 208
Obsessive negative thinking 195
Obvious, stating the 142
Off balance sheet financings 212, 213
Office cleaning 115
Olsen Laney, Martin 83
Ono, Yoko 27
Opera, as cure for depression 199
Opposite sex, (lack of) confidence with 13, 171
Optimism 3, 59–67, 71, 116, 136
Original thinker, being an 85, 81, 82, 140, 149
Out-going, being 137, 222, 227
Outsourcing responsibility 48
Over-confidence 213–215
Over-sensitive, being 181
Overweight, being 12, 173
- Parachutists 81
Paranoia 224
Paranoia, feelings of 14, 19, 20, 43, 78, 80, 86, 139, 149, 150, 183, 184, 196, 225, 226, 231
Parents 9, 13, 15, 26, 72, 198
Parker, Sean 99, 100, 102, 104, 109, 112, 127
Passions, danger of following 54
Passivity 60, 195
Past life hypnosis 27
Patience, need for 151, 198, 205
Paul, Richard W. 33
Peers 10, 12, 13, 16, 72, 73, 90, 107, 135, 139, 171, 184, 195, 197, 206, 221, 226
Perfection, need for 18, 31, 53, 73, 188, 189
Perls, Fritz 227
Persuenance Works (Victorian warehouses) 227
Persuasion 72, 162, 163, 169
Pessimism 3, 59–63, 68, 198
Phone slamming 203
Physical disabilities 226
Piano Concerto No. 9 76
Picasso 2
Piercings, to body 174
Pilates 2
Placator, as family role 231
Planning, importance of 54
Plasticity, of adult brain 101
- Plous, Scott 236
Politics 4, 37, 53, 154, 183, 219
Pomodoro Technique 233
Pompous, being 55
Poor confidence 1, 2, 4–7, 10, 11, 13, 15, 55, 60, 62, 110, 151, 152, 158, 170, 171, 175
Poor service, is restaurant or shop 40, 55, 196
Pornography, quitting 115, 199
Positive goals 113, 222
Post-traumatic stress disorder 64, 136
Pot-smoking, quitting 199
Power plays, concept of 12, 13
Power, importance of 35, 54, 103, 110
Powerless, feeling 90, 147, 148, 155, 158, 163
Practice, need for 28, 31, 73–75, 79, 199, 229
Praise, need for or lack of 3, 16, 63, 215
Prejudice 23, 40, 92, 181–188, 204
Present tense language 123
Present, as focus 17, 36, 50, 51, 66, 92, 93, 114, 117, 123, 125, 131, 138, 139, 150, 162, 168, 204, 209, 221, 231
Price, to pay for positive event 46, 61, 62, 115, 131
Pride 87, 200, 213–217
Primal Therapy 26, 27, 113
Princess, acting like a 176
Principles, need for 36, 37, 45, 46, 94, 107–109, 111, 115, 124
Prioritize, need to 66, 67, 158
Procrastination 130, 188
Procrastinator's Code, the 118, 191
Psychiatry 194
Psychoanalysis 224
Psychological fulfilment, Freudian concept of 83
PTSD 136
Public speaking 79, 238
Punk hair styles 174
Pushy people, dealing with 35, 89, 126, 130, 135, 136, 139, 148, 152, 157, 164–168, 170, 183, 223
- Quiet confidence, and introversion 18, 85, 218
- Race, and prejudice 85, 128, 181, 182
Rachman, Stanley 80
Ralph Lauren polo shirts 212
Rational Emotive Behaviour Therapy 230
Reactivity 34, 201
Readjust, need to 67
Realism, need for 63, 64
Reality check 208
Reason 3, 24, 41, 46, 49, 53, 93, 138, 176, 188, 218, 228
Rebel, being the 12, 102
REBT 230
Recklessness, need to avoid 78
Recognition, need for 23, 102, 103, 152

- Redemption, steps towards 17, 32, 54, 163, 198, 208
- Redundancy 12, 148
- Regret 49, 50, 67, 68, 83, 99, 109, 161
- Reina, Dennis 88
- Reina, Michelle L. 88
- Rejection, feelings of 10, 13, 14, 19, 38, 52, 60, 61, 171, 176, 195
- Relationship with children, importance of 35, 54, 103, 107, 110
- Relaxation, to alleviate stress 191, 203
- Religion 26
- Representative heuristic 92, 93
- Repression, of painful thoughts 225
- Research, need for 15, 20, 73, 92, 116, 117, 123, 145, 156, 238
- Resentment, of others 183
- Resilience 3, 4, 59, 61, 63–65, 68, 116, 223
- Respect of peers, importance of 107
- Responsibility, taking 43, 48, 66, 67
- Retirement 107, 206,
- Rewarding yourself 192
- Risk, fear of, 18, 70, 188, 214
- Risks, taking 91
- Rivals, as audience 127
- Roadblocks 192
- Robbins, Anthony 197
- Rogers, Carl 229
- Roles, within families 231
- Roosevelt, Eleanor 185, 228
- Routine, need for 42
- Rude people, dealing with 167
- Rules of thumb 92, 96
- Rules, The* (1995 book) 176
- Rumination 62, 222
- SAD 136, 137, 139
- Sadness, feelings of 16, 18, 39
- Safety, need for 42
- Satir, Virginia 231
- Save me scripts, concept of 47
- Saying “no”, ability to 29, 53, 72, 100, 116, 117, 165
- Schneider, Sherrie 176
- Scold’s bridle 176
- Scottish, as identity, 105
- Scowling 185
- Scripts, in childhood 9, 11–13, 15, 21, 24, 26, 36, 51, 115, 221, 231
- Select, need to 101, 174, 227
- Self esteem, low 11, 15–21, 25, 62, 80, 195, 200, 225, 231
- Self-actualization 22, 23, 25, 29, 33, 45, 53, 218
- Self-aggrandizing, becoming 55
- Self-analytical, being 62
- Self-awareness 183, 200, 201
- Self-beliefs 1, 5, 17, 35, 36, 41–44, 53, 60, 92, 221, 237
- Self-beliefs, poor 1, 5, 41, 43, 53, 60, 92
- Self-complacent, as result of self-acceptance 43
- Self-critical, being 18, 20, 194
- Self-deprecation 125, 145, 151
- Self-doubt 1, 10, 17, 25
- Self-efficacy 69, 70–73, 75, 77, 78, 86, 116, 122, 148, 149, 152, 154, 155, 217, 218
- Self-esteem 11, 15–22, 24–26, 28, 34, 41, 43, 62, 64, 80, 84, 157, 168, 194, 195, 200, 225, 226, 231
- Self-hatred 25, 46
- Self-help authors 5
- Self-help industry 2, 113
- Self-hypnosis 49
- Self-knowledge, 3, 6, 21, 27, 69
- Self-loathing 12, 43, 200
- Self-maintaining goals 114
- Self-obsessed, being 48
- Self-pity, need to avoid 67
- Self-reflection 83
- Self-regulation 190
- Self-sabotage 49, 151, 156
- Self-transcendence, concept of 53, 54
- Selfishness 173
- Seniors, at work 147, 153, 164
- Setbacks, dealing with 23, 30, 32, 34, 50, 60, 64, 112, 131, 192, 222
- Sexual nature of unconscious 225
- Sexuality, and prejudice 181
- Shallow affectations, as human failing 55
- Sharpening the saw, concept of 54
- Sheen, Charlie 160
- Shop-lifting 10
- Shortness, of breath 138
- Shoulds, the 227
- Showing off, as reprimand 86
- Shrewd people, dealing with 167
- Shyness 135–137, 140, 141, 147, 210, 223
- Siblings 9, 10, 12, 15, 195, 221
- Simple trust 89
- Simplicity, as need 206
- Singapore 1
- Sister 9, 10, 13, 14, 48, 139
- Skill acquisition 16, 28, 129
- Skilling, Jeff 213
- Sky-diving 197
- Slang, sporting 65
- Sleep, disrupted 194
- Small kid, and poor confidence 16
- Small talk, need for 144
- Small victories, need for 112
- Smiling 168, 186, 211, 212
- Smoking 115, 199
- Social Anxiety Disorder 136
- Social expertise 95
- Social matching, concept of 163
- Social Network, The* (2010 film) 99
- Social norms, awareness of 10
- Social persuasion, as root to self-efficacy 72
- Solomon, Muriel 166
- Somalia 1
- Sopamine 83, 84
- Sophistication, need for 101
- Soviet Union 128
- Spiritual fulfilment, importance of 107
- Sports, being poor at 16

Index

- Staring, at men 176
Steinhouse, Robbie 113
Stereo-typing 170
Story, need for good 3, 4.9, 11, 25, 27, 48,
50, 73, 100, 114, 117, 128, 136, 145,
153, 162, 182, 186, 207, 212, 215
Stranger fear 138
Strategizing, importance of 157
Strauch, Barbara 95
Stress 12, 14, 64, 102, 115, 136–138, 160,
201–203, 205–207, 209, 219, 230
Structuring, importance of 110
Struggle, need for 31, 32, 150, 217, 228
Stubborn, being 167, 190
Style, Charlotte 64
Sugar, avoid 203, 204
Suggestion, power of 27, 45
Suicide, greater likelihood of 12
Sulking, as reaction 139
Sullivan, Paul 65
Summer babies, disadvantages of 137, 138,
172
Superstition 61
Surrender 43, 46, 47, 71, 155
Sweet, Corinne 41
Switzerland 1, 2
Swot, being the 16
SWOT, the 216, 217, 220
Syed, Matthew 73, 76
Synergize, concept of 127, 128
- Tact, need for 148, 223
Talent, myth of 73
Tantric chanting 204
Tattoos 174
Taylor, Ros 82, 150
Teachers 9, 11, 13, 221
Teleological, as human propensity 13, 22, 195
Theatre cleaning 151
Theory builders, humans as 40
Thick kid, and poor confidence 16
Threshold of excitability 138
Throttle down nervous system 84
Timberlake, Justin 100
Timelines and time scales 114, 124
Timetabling 130
Timidity 11, 34, 137, 139, 140, 141, 143,
144–147, 186, 222
Titanic, The 114
To-do list 129
Tolerance, as positive trait 230
Tortured genius 25
Total war, concept of 128
Training, need for 54
Trashy novels, quitting 199
Triggers, for worry 207
Trust 3, 19, 38, 87–91, 96, 116, 123, 125,
158, 160, 218, 229
Truth, perception of 5, 29, 38, 46, 64, 79,
80, 115, 165, 175, 203, 213, 227
TV stardom 151
TV, quitting watching 66
- Twins, studies into 20
Tyranny of thresholds, the 230
- Ugly, feeling 171
Unattractive, feeling 171–172
Unconscious mind, the 224, 225
Under confidence 5, 59, 88, 115, 150, 157,
167, 210, 219, 220.
Undifferentiated trust 89
United States 128
University of California 15
University of Manchester 4
University of Oklahoma 15
University of Pennsylvania 35, 60
University of Stanford 27
- Values, need for 108, 116, 125
Van Gogh, Vincent 25
Vandalism 10, 11
Vanity 50, 173, 211, 217
Venables, Terry 161, 162.
Venture capitalists 99
Venus 1, 75
Verbal clumsiness 126, 174
Vienna 224, 225
Viet Cong 164
Violence 11, 12, 182.
Vitality, loss of 194
Voice, need for good 36, 70, 162
- Walker, C. Eugene 207
Walking tall, need for 56
Wall Street (1987 movie) 160
Wall Street analysts 213
Wallflowers 138, 171
Water, need for 125
Weakness 3, 110, 125, 129, 152, 158, 205,
214, 217
Wealth, importance of 29, 107–109, 205,
228
What's Stopping You?(2011 book) 5
Whimsical, being 48
White knight, concept of a 47, 128
White van drivers 218
Williams, Richard 93
Williams, Serena 75
Williams, Venus 75
Wimbledon 66, 68
Win:win outcomes 152
Window cleaners 218
Winning people over 127, 141, 144
Winning, importance of 53, 54
Wisdom, concept of 22, 31, 76, 85, 91, 95,
128, 141, 204
Wishful thinking 91, 190.
Wit, need for 85, 101
Withdrawal, due to under confidence 34,
87, 222
Women 25, 38, 62, 90, 170–178, 184
Woods, Earl 73, 75
Woods, Tiger 73, 75
Work ethic 48

- Work in progress, concept of being 29, 53,
54, 56, 149, 213
Working class, as identity 105
World War Two 128, 168
Worry narratives 208
Worry, excessive 5, 50, 61, 172, 206–208,
214
Worship, of talent 25, 73, 212, 236.
Writer's block, concept of 192
Writers 73, 85, 171, 192
Writtle Infants School 135
Yachts 105, 113
Yale University 136
Yoga 2
Yourself, not being 3, 38, 141, 148, 173
Yuen, Lenora M. 188
Zen 220
Zones, need for 63
Zoology 15
Zuckerberg, Mark 99

<http://www.pbookshop.com>