

MINDSET FITNESS

CONQUER SELF-HANDICAPPING

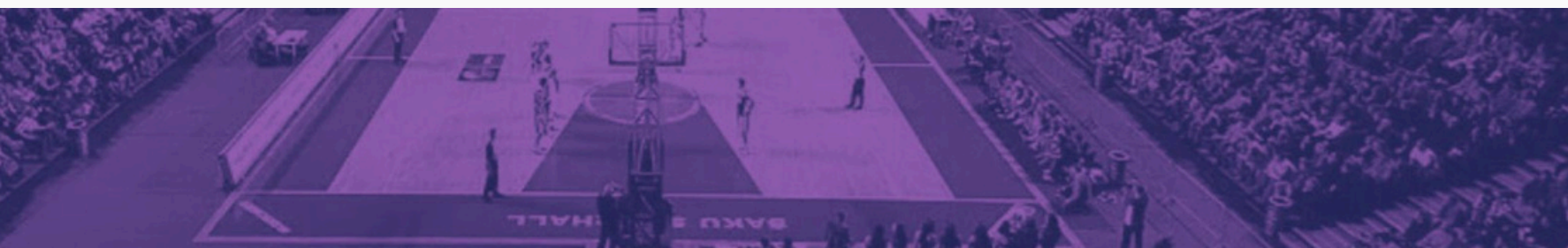
5+1 STEPS TO PROFESSIONAL SUCCESS



PROBLEM:

In a professional career, fear can play a significant role, hindering both personal and professional growth. Changing conditions and uncertainty, whether due to political or economic factors, can create a work environment where stress and anxiety dominate. This often leads to fatigue and burnout, as work and personal life challenges pile up. However, fear—whether of failure or even success—can become a bigger obstacle than the external environment itself.

Many employees and leaders face situations where fear prevents them from taking action, leading to risk avoidance, delayed decision-making, or avoiding difficult conversations. This self-handicapping can limit both individual and team potential, stifling innovation, reducing efficiency, and negatively impacting the overall performance of the organization. Doubts and delays caused by fear can significantly affect the quality of work and professional success.



KERDU LENEAR

MINDSET FITNESS CEO:

As a former professional basketball player, I understand firsthand the crucial role mental strength plays in achieving success. Elite athletes don't reach the top solely through physical training—mental toughness is just as important. This isn't a privilege reserved only for Olympians; anyone can learn how to train their mental muscles to achieve bigger goals and better results.

While researching for my master's thesis, I discovered the impact of subconscious fears and how self-handicapping manifests, hindering professional success. My 5-step strategy helps identify self-handicapping, and as a neurocoding specialist, I can teach techniques to break through those fears.

SCIENCE-BASED SOLUTION:



Identifying Fears and Self-Handicapping

The first part of the training helps participants identify and understand their subconscious fears and self-handicapping behaviors that may be limiting their performance and growth. This awareness is the first step toward unlocking their full potential.



Enhancing Self-Awareness

The training provides science-based knowledge and practical strategies to enhance self-awareness. Participants will learn how to identify and manage their thoughts and emotions, enabling them to make better decisions and achieve greater goals.



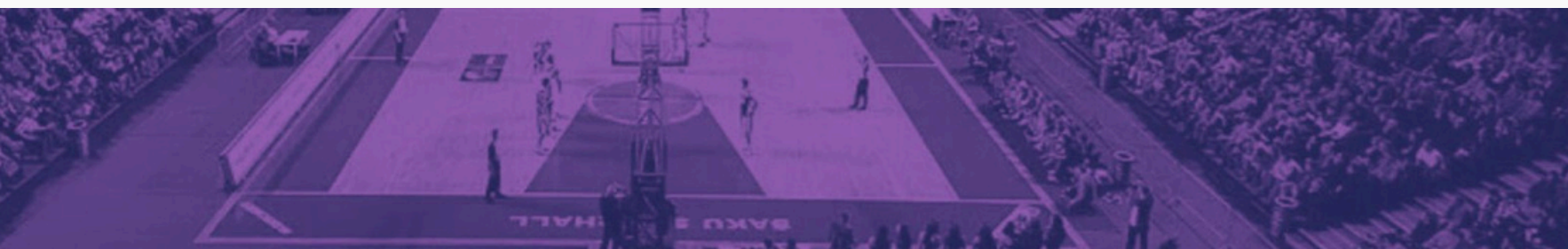
Applying the STOP technique

The second part of the training introduces the STOP technique, an effective tool for interrupting negative thought patterns and gaining control over emotions. Participants will learn how to quickly respond in stressful situations, replacing fear and frustration with courage and calm.



Boosting Productivity

With the STOP technique, participants can boost their productivity and improve focus on achieving their goals. The training provides a practical, neuroscience-based tool that helps overcome self-handicapping and enhances overall performance.

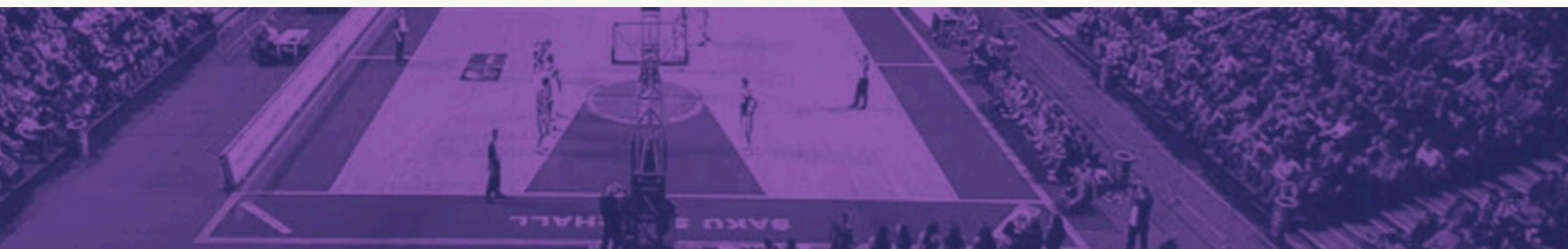


FEEDBACK:

MARGOT LELLE - HEAD OF B2B ICT SOLUTIONS DELIVERY AND OPERATIONS AT TELIA

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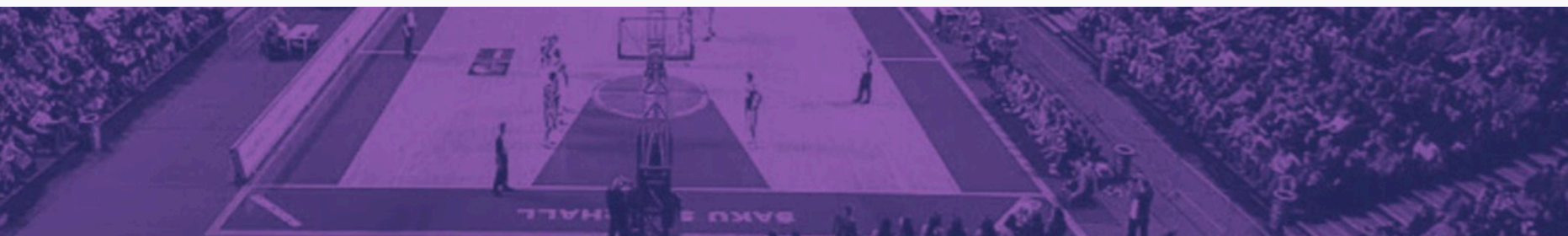
"I believe this topic is extremely important and can help everyone become more self-aware and develop the ability to overcome fears. However, it would be especially beneficial for leaders who handle large projects, make critical decisions, and bear significant responsibilities, as they can also guide their teams more effectively. I think this training will teach you to observe and understand both yourself and others, enabling you to act more consciously in future situations."



FEEDBACK:

ELO SAGOR - MINU TEENUSED CEO
TAGASI

“I constantly found reasons to avoid taking on larger projects, but as a result, my business didn’t grow. Once I identified what had been holding me back was fear of success, my company's revenue increased by nearly 30%”.



FEEDBACK:



- ☞ On a 10-point scale, I rate it a 10.
- ☞ I discovered several fears that I hadn't thought about before. Now, I can recognize situations and handle them better.
- ☞ I have attended similar trainings/seminars before and read books on the same topic. However, I usually just get to my problems but can't seem to find a solution. But today, I received concrete exercises. So, this training was VERY useful.
- ☞ After the third time, I no longer felt a strong connection, and I have carried this bad emotion for a long time, but today I somehow immediately felt lighter.
- ☞ At the beginning of the exercise, I was confused about how such a technique could affect me. I was very positively surprised at how quickly it worked, and I definitely want to apply it in my everyday life.

RESULTS:



Increased Confidence and Decision-Making Ability

Participants will gain skills to better manage the fear of failure and success, overcoming self-handicapping behaviors. This boosts their confidence and enables them to make quicker and more decisive choices.



Improved Performance

The application of the STOP technique helps participants quickly break free from negative thought patterns and focus on results, leading to improved performance both individually and within a team setting.



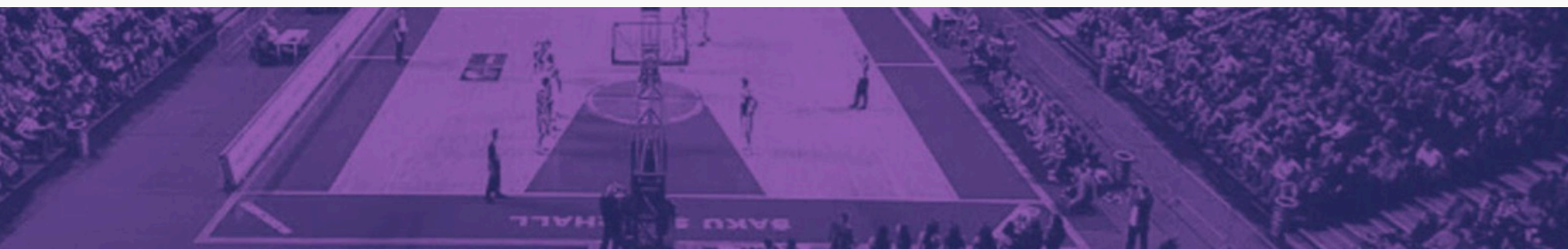
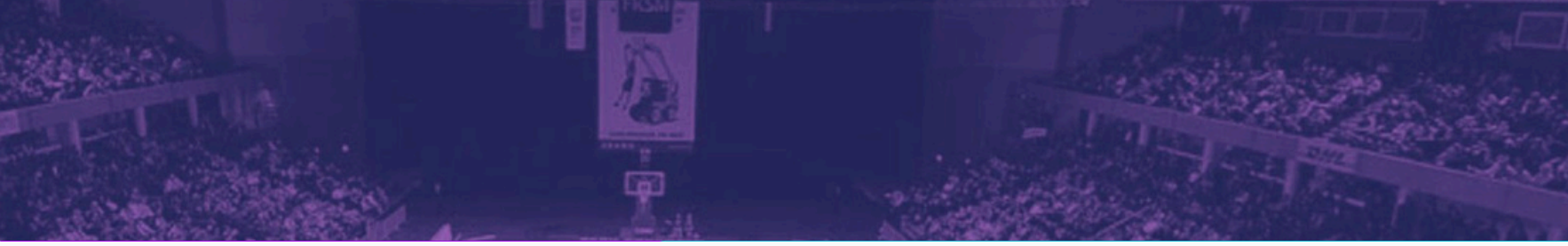
More Effective Stress and Emotion Management

The training provides participants with tools to manage their emotions in stressful situations, helping them maintain calm and focus on key objectives.



Successful Goal Achievement

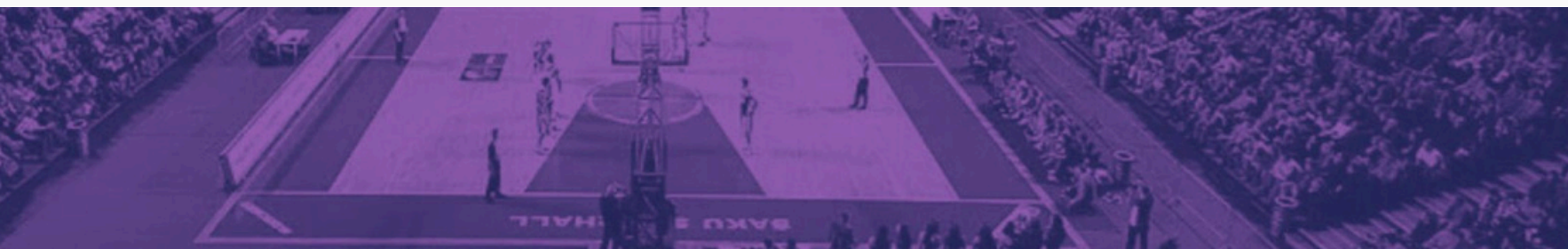
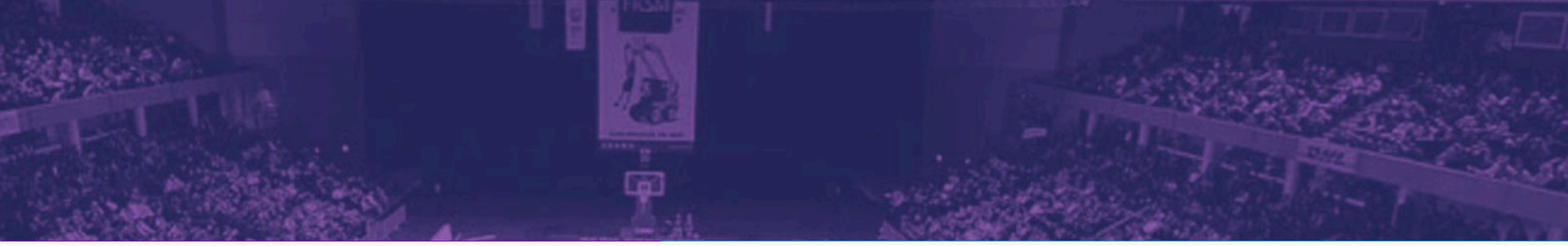
The techniques and knowledge gained during the training help participants boost productivity and achieve their professional and personal goals more successfully and consistently.



FEEDBACK:

REMO OJASTE - COMBAT READY CEO |

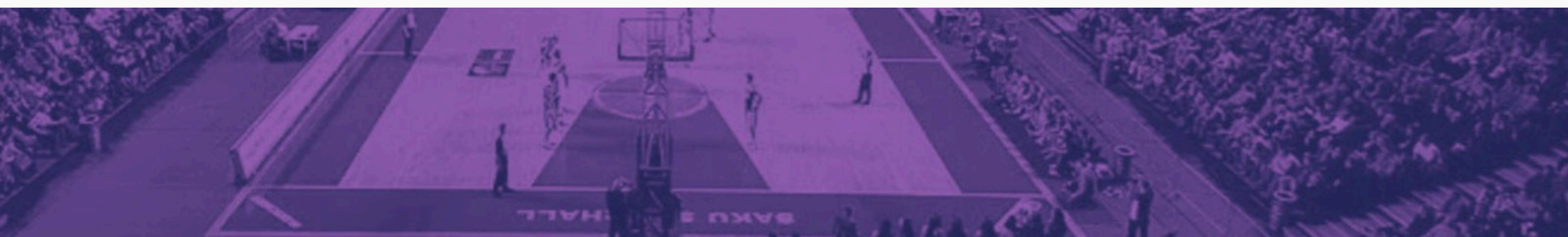
"I was already quite self-aware before the training, but it reinforced my existing knowledge from a different perspective. Everyone needs to make decisions, and this method explains how to structure emotional detachment. Emotional decisions are never good decisions. I especially appreciated the practical approach and hands-on exercises, which gave me a deeper understanding of how to reinforce and structure my own techniques. The personal story from the athlete's viewpoint added significant value."



FEEDBACK:

PRIIT VALK - TOP EXECUTIVE, ENTREPRENEUR, FINANCIAL LITERACY ENTHUSIAST

Understanding self-handicapping and conducting self-analysis based on it is incredibly useful, not only in leadership but in all areas of life. For leaders, it provides a better understanding of their employees and offers an additional tool to help their team identify areas for growth. Through self-analysis, I discovered simple ways to increase my effectiveness and uncovered an issue I hadn't been aware of for a long time. Normally a quick decision-maker, I found that in some situations, I took more time than usual to make decisions by breaking down complex topics to understand them fully, rather than trusting experts' opinions and moving forward quickly. I've attended many workshops, but the self-handicapping workshop gave me the opportunity to reflect more on myself, rather than just gaining another set of knowledge without practical application.



FEEDBACK:



- ☞ STOP technique was very useful because I often struggle with negative thoughts, and this helped me understand how to change those thought patterns.
- ☞ I couldn't return to the negative feeling after several reps, showing how effective it was in shifting my mindset.
- ☞ I did not continue my PhD studies, probably because of the fear of success, which I now understand better thanks to the training.
- ☞ Today, I received concrete exercises to deal with my problems, which was very useful, as previous seminars I attended never provided specific solutions.
- ☞ After practicing the STOP technique, I felt a noticeable lightness. I have been carrying a bad emotion for a long time, and today it finally felt easier to let go.
- ☞ I realized I had been self-isolating, which I hadn't noticed before. Understanding this will be useful in my leadership role moving forward.

PACKAGE 1:

**TOTAL LENGTH: 3-4HR
GROUP OR INDIVIDUAL
ONLINE**

PART 1: 1.5-2HR

SELF-HANDICAPPING

Scientifically Proven Theory Based on a Master's Thesis:

- The impact of the subconscious in a professional career
- The difference between the fear of failure and the fear of success
- Explanation of self-handicapping and its impact on professional careers and organizations

Practical Part 1:

- 5-step strategy to identify fears and self-handicapping
- Individual work or group discussion (based on preference)

PART 2: 1.5-2HR

STOP TECHNIQUE

Practical Part 2:

- A simple yet powerful neuroscience-based technique for overcoming self-handicapping and managing emotions
- Guidelines for independent practice to reinforce the technique



PACKAGE 2:

LENGHT: 10 DAYS
GROUP OR INDIVIDUAL
ONLINE

DAY 1:

INTERACTIVE TRAINING

On the first day, we will begin with the 3-hour interactive training described in Package 1, where participants will uncover self-handicapping and learn the STOP technique to overcome it.

DAYS 2-10:

MAINTAINING CONSISTENCY AND SUPPORT THROUGH WHATSAPP

The following nine days focus on applying the STOP technique in daily work. Participants will receive daily reminders and guidance through their chosen platform on how to integrate the STOP process into their routines. Kerdu Lenear will be available to answer questions and provide support, ensuring participants stay consistent while developing this new habit.

DAYS 5 AND 10:

ZOOM CALLS AND PROGRESS EVALUATION

On the fifth and tenth days, participants will have a 30-minute video call to share their progress and challenges in applying the STOP technique. Kerdu Lenear will provide personalized feedback and help adjust the technique to suit individual needs.



MEDIA APPEARANCES:

- Kerdu Lenear's article: [How fear of failure and fear of success affect leadership quality?](#)
- Kerdu Lenear's article: [5 signs that you might be the biggest obstacle to your own success](#)
- Kerdu Lenear's appearance in podcast: ["Girls Only in Sports" | Why and How to Train Your Mental Muscle?](#)
- Kerdu Lenear's appearance in Äripäev radio: [Which do you fear more, failure or success?](#)

OUR CLIENTS:



RAHANDUSMINISTEERIUM



MINDSET FITNESS

FURTHER FASTER TOGETHER
THANK YOU!

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