



## Coaching: A New Perspective

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*"Change the way you look at things and the things you look at will change." Wayne Dyer*

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### Self-Value is shaped by Authenticity

**D**o you value yourself and your authenticity?

Sculpting self-value begins by accepting and appreciating yourself, just as you are. This is a fundamental principle of self-discovery; yet it can also be one of the most difficult principles to master, given our social climate and popular culture's embrace of a shallow, celebrity-driven ideal.

Indeed, in a world of *materialism* and obsession with "*celebrity identity*", the concept of authenticity is not readily accepted. Hence, instinctive characteristics such as *imagination*, *enthusiasm*, *resilience* and *confidence* are overshadowed by a shallow dependency on designer labels and other peripheral "*success*" symbols.

This apparent obsession with entertainment in general and "*celebrity identity*" in particular, is prevalent. The mass media generously feeds this crazed addiction with a barrage of programs that

idolize fame and fortune. As a result, ordinary people are unable to perceive the totality of who they really are beyond images they see on television screens, computer monitors, magazines or the daily newspaper. Consequently, the intricacies of our individual value are cultivated based on a deceptive reality. This deception invariably keeps us focused on what we do not have as opposed to honoring that which we do.

Needless to say, there is a role for entertainment to play and there may be positive aspects of celebrities or those we consider role models that we might wish to emulate. After all, the fact that Bono is a celebrity in no way diminishes his efforts on behalf of AIDS victims; indeed, without his celebrity status, his efforts may not be near as effective. That having been said, our objective must be to add value to who we already are, not to establish our identity by yearning to be someone else.

The more fascinating point in the advertising slogan, "*I want to be like Mike,*" was that Michael Jordan also wanted to be like Mike. The true power of the slogan came from the fact that Jordan enjoyed being himself. When we allow ourselves to be saturated by our adoration of others to the point where we do not desire to be ourselves, we dishonor our innate greatness and the inherent value we possess.

As such, we sell ourselves short, becoming overly concerned with what others think about us. But when we become too emotionally invested in what another person thinks about us, we in effect hijack our own sense of worth. The

truth of the matter is we are ever-growing, ever-changing creations. The dire need for external validation exists simply because we pay little homage to our continuous personal growth and development. We focus more on who we desire to be rather than who we already are. As a result, most of us go through life with little or no understanding of who we are beyond our last names.

My personal journey of self-discovery has been an extraordinary experience and in many ways it magically continues. I know for sure that who I am today, is the result of an intimate understanding of my own self-value and total appreciation of the real beauty that is wrapped within my authenticity.

As such I thoroughly enjoy coaching individuals through this special expedition of self-discovery. It is a fascinating experience as many are pleasantly surprised to discover the incredible gifts and talents that are delicately buried within.

Today, take time out to appreciate your self-value and honor your authenticity. In so doing, you learn to validate your own dreams and aspirations. Being you becomes much easier when you know the remarkable truth of who you really are.

Questions/Comments are welcome -  
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