

THE FEAR PROJECT

Richard Patterson **Founder and CEO at Wisdom BPO Ltd**

"We should embrace fear. Encourage people to communicate about it."

"It is the confidence from those around you that help you to overcome some of the challenges."



When experiencing fear:

Trust your judgment.
Trust your belief.
Trust your instincts.
Analyze and rationalize it with people around you.

To all leaders:

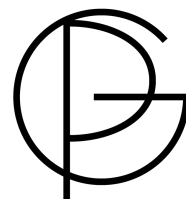
Create an environment where people can be open and express their fear.
Listen.
Talk to people.

Remember:

Fear changes through life.
Fear goes hand in hand with risk.
Fear, if you let it, will disrupt your correct decision-making.

What you can do now to face your fears:

- **Listen to your team, customers, partners, advisors.**
- **Talk to those who are more experienced and analyze facts.**
- **Trust your judgment and instinct.**



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