

# Unleash The Power of Fear in the Workplace •





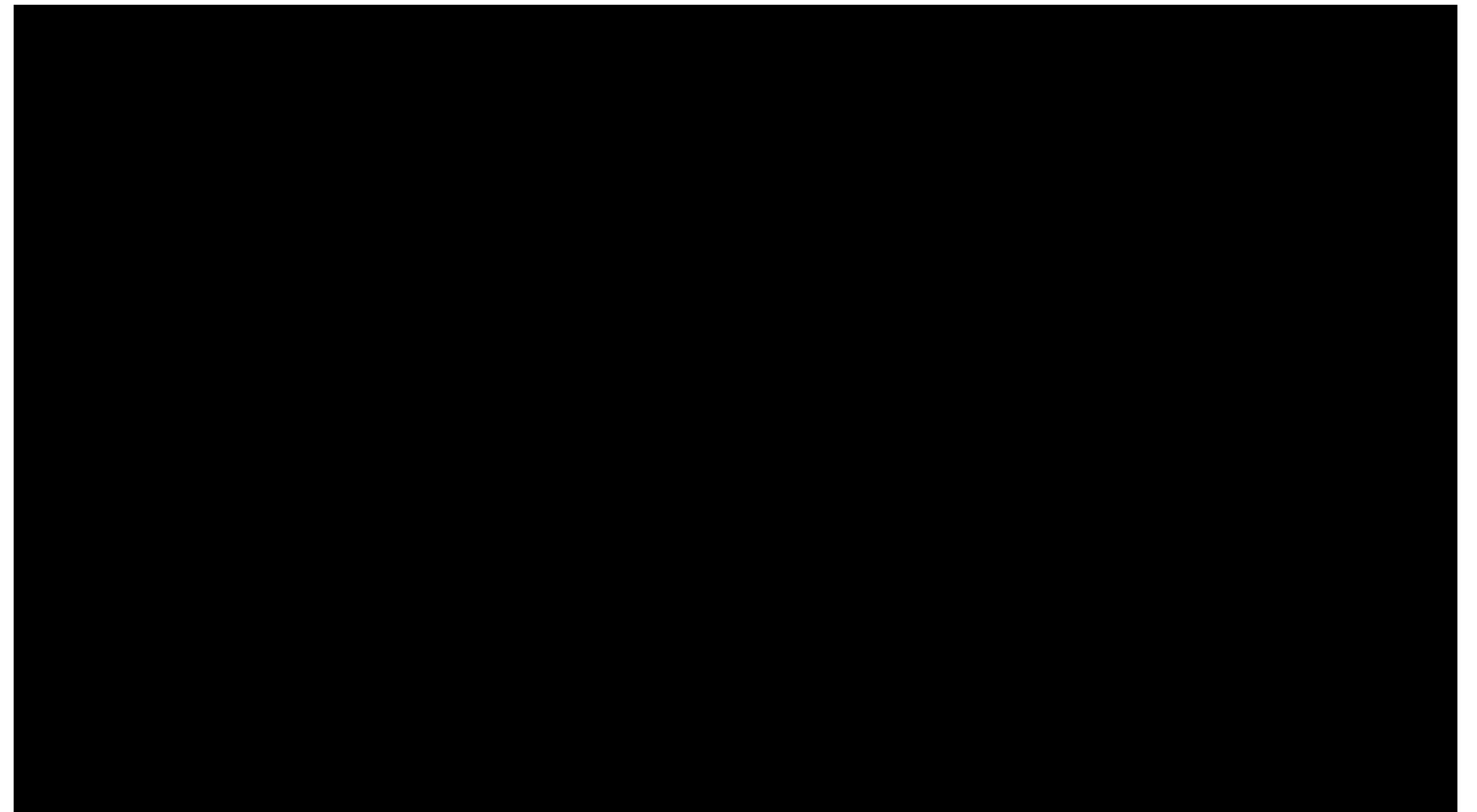
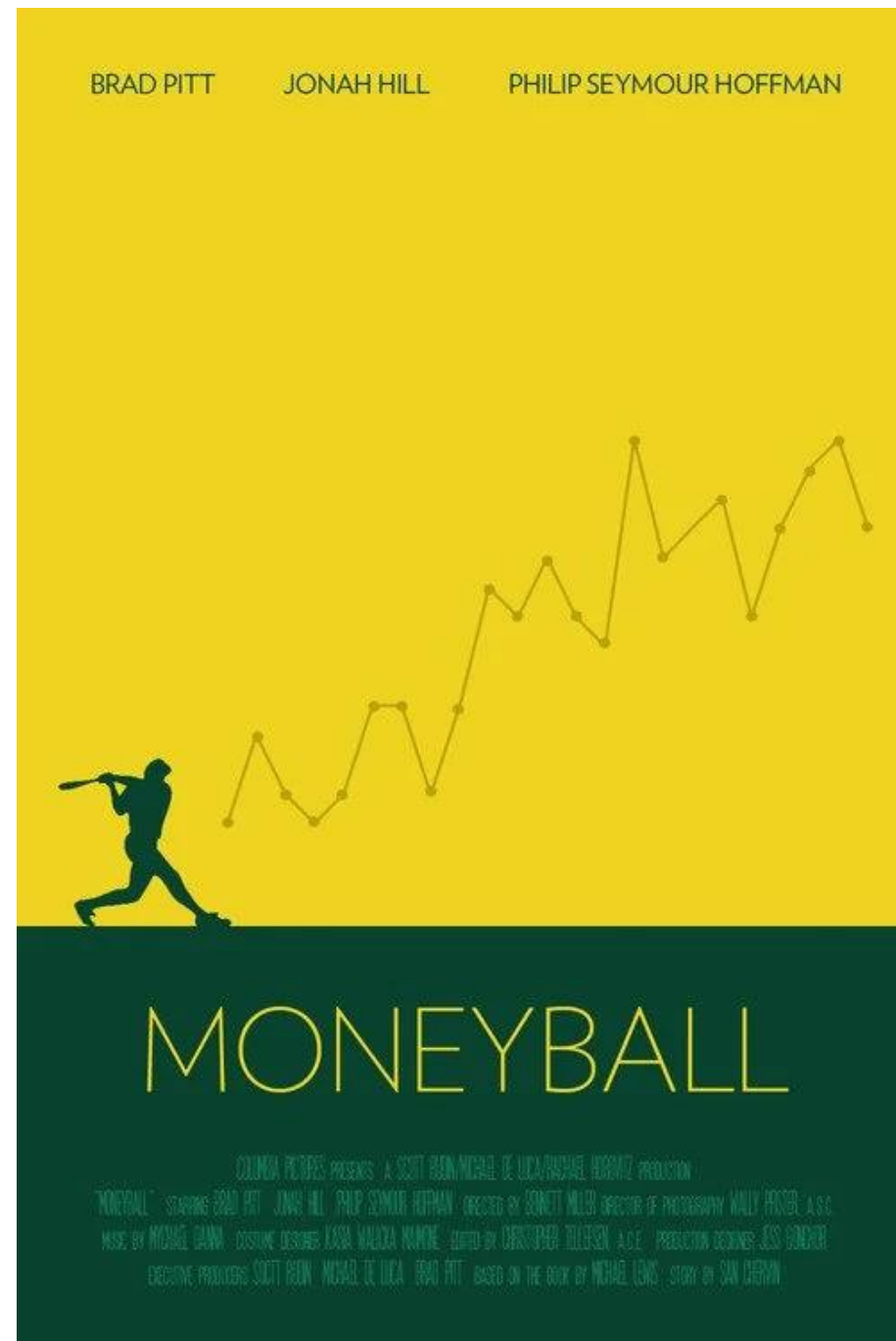


**Jacqueline Wales**

**Master Your Fear-Intelligence**

## **Agenda**

1. What You Can Expect!
2. Why Fear is Essential to Growth
3. How to Identify Fear-Based Behavior
4. How to Become Fear Intelligent!



# Moneyball – “Biggest Fears”

# How I learned to **LOVE** Fear?



# Why Do We Fear?

Fear is a natural, essential response designed to help us survive.

Fear is imagination based.

**Fear is the stories we tell ourselves.**

Fear is a conditioned response.







## **THE FOUR TYPES OF PROFESSIONAL FEAR**

**Inadequacy**

**Rejection**

**Uncertainty**

**Loss**





# What Do YOU Fear?

**Identifying Personal Fears and Their  
Influence on Daily Decisions.**

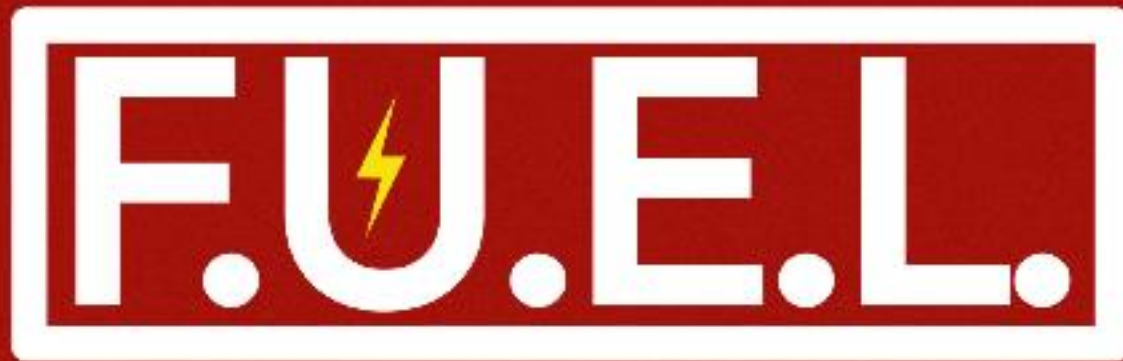
Exercise 5 mins



# Discuss







Feel, Understand, Explore and Lead

**Fear Intelligence for  
Transformational Leadership**

**Transform fear from  
limitation into fuel  
through conscious  
awareness and  
courageous action.**

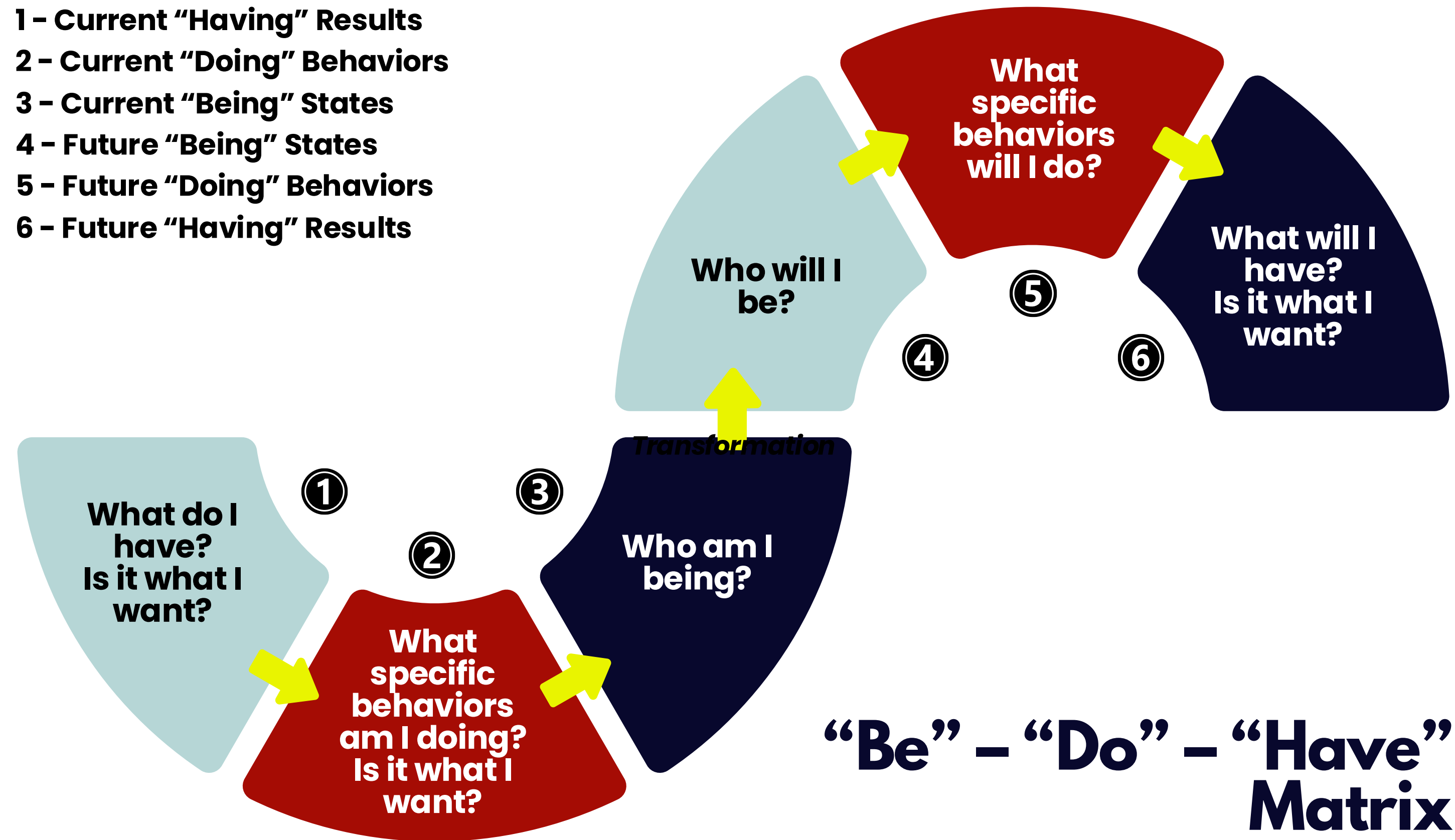
**Fear is a REACTION**  
**COURAGE is a**  
**Decision.**



# Transforming FEAR Model

“Be” – “Do” – “Have”  
Matrix

- 1 – Current “Having” Results
- 2 – Current “Doing” Behaviors
- 3 – Current “Being” States
- 4 – Future “Being” States
- 5 – Future “Doing” Behaviors
- 6 – Future “Having” Results





# Current State

## Who Am I BEING?

- Operating from fear-based mindset
- Reactive to perceived threats
- Self-protective and risk-averse
- Dwelling in self-doubt
- Assuming worst-case scenarios
- Seeking absolute certainty

## What Specific Behaviors Am I DOING?

- Avoiding challenging situations
- Procrastinating on important decisions
- Overanalysis leading to paralysis
- Seeking excessive validation
- Creating elaborate "what-if" scenarios
- Defaulting to familiar but limiting patterns

## What Do I HAVE? Is It What I Want?

- Limited professional growth
- Missed opportunities
- Strained relationships due to fear responses
- Unfulfilled potential
- Persistent anxiety about the future
- Reduced leadership effectiveness



# Future State

## Who Will I BE?

- Operating from a growth mindset
- Responsive and thoughtful
- Confidently vulnerable
- Trusting in capabilities
- Embracing uncertainty as opportunity
- Accepting imperfect action

## What Specific Behaviors Will I DO?

- Taking calculated risks
- Making timely decisions with available information
- Setting and pursuing stretch goals
- Seeking feedback for growth
- Creating action plans with contingencies
- Practicing new behaviors outside comfort zone

## What Will I HAVE? Is This What I Want?

- Increased professional growth
- New opportunities pursued
- Improved relationships through proactive responses
- Fulfilled potential
- Reduced anxiety about the future
- Enhanced leadership effectiveness



# The Leadership **Blindspot** Experience



# Discuss





## Transformational Strategies

## Processing Change

## Measurement Criteria

### Mindset Shifts

- From **"What if I Fail?"** to **"What if I Succeed?"**
- From **"I'm not ready"** to **"I'm learning as I go"**
- From **"This is threatening"** to **"This is challenging"**
- From **"I need certainty"** to **"I can handle uncertainty"**

### Action Steps

1. Start with small, manageable challenges to build confidence
2. Document fear responses and examine their validity
3. Develop specific contingency plans for worst-case scenarios
4. Practice decision-making with incomplete information
5. Seek feedback and support from trusted advisors
6. Celebrate progress and learning from setbacks

### How Successful Will I Be?

- Number of new initiatives undertaken
- Reduction in decision-making time
- Increased comfort with uncertainty
- Improved relationship quality
- Enhanced leadership effectiveness
- Achievement of stretch goals

**Transforming  
Fear Model**



# Takeaways



# **5** Minute Break





# HOW FEAR IMPACTS YOUR EMPLOYEES





**In 2024 employee engagement dropped to 31%. The lowest in 11 years.**

**6 out of 10 employees feel they are treated disrespectfully at work.**

**63% of employees would switch companies for better leadership even if there was no pay raise.**

**87% of employers believe that their organisation currently demonstrates care and respect for their employees.**

*Gallup Research  
2025*





**MICRO-MANAGEMENT**  
**POOR DECISION-MAKING**  
**COMMAND AND CONTROL**  
**BLAME**  
**JUDGMENT**  
**LACK OF ACCOUNTABILITY**  
**POOR COMMUNICATION**  
**LACK OF TRANSPARENCY**  
**CONFUSION**  
**RETRIBUTION**  
**ASSUMPTIONS**

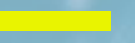




**Burned Out!**  
**Disrespected!**  
**Blamed!**  
**Shamed!**  
**Humiliated!**  
**Undervalued!**  
**Rejected!**  
**Disengaged!**  
**Misunderstood!**  
**Judged!**  
**And pissed off!**



**WHAT DO  
EMPLOYEES  
FEEL?**



# Managing **Emotions** in the Workplace

Understanding and managing emotions is crucial for workplace success and well-being.

## **Growth-Related**

- Anticipation
- Excitement
- Pride

## **Challenge-Related**

- Anxiety
- Frustration/Disrespect
- Uncertainty/Fear

**These emotions can significantly impact workplace dynamics, decision-making, performance, and well-being.**

## **Recognition**

Identify and acknowledge emotions as they arise.

## **Response**

Develop healthy coping mechanisms to manage emotions as they arise.

## **Growth**

Transform emotional challenges into opportunities for personal and professional growth.



# **NO ONE LIKES LOSING MONEY OR TALENTED EMPLOYEES?**

- **KNOWLEDGE LOSS**
- **PRODUCTIVITY**
- **CLIENT TRUST**
- **RECRUITMENT  
COST**
- **BAD DECISIONS**

The Society for Human Resource Management (SHRM) has reported that toxic workplace cultures cost U.S. companies approximately \$223 billion over five years due to high turnover and disengaged employees





# EXERCISE

## WHAT DOES FEAR **COST** YOU?

**LACK OF  
TRUST**

**ABSENTEEISM**

**LOSS OF  
TALENT**

**POOR  
ENGAGEMENT**

**INCREASED  
STRESS**

**LOW  
MORALE**

**44 BILLION IN LOST REVENUE ANNUALLY!**





# Discuss



# **8** Minute Break





# Steps To Create A **Psychologically Safe** Environment to Have Greater Impact on **Performance** and **Innovation**

- 1 Understand and create a psychologically safe environment and their benefits.
  - 2 Foster trust, open communication, and a culture of authenticity within the team.
  - 3 Confront personal fears and lead with empathy and transparency.
  - 4 Create environments where employees feel safe to innovate and perform at their highest potential.
  - 5 Cultivate a high-performance and innovative culture that drives organizational success and enhances workforce engagement.
-



f

**FEAR INTELLIGENCE LEADS TO:  
Better Problem Solving - Greater Empathy -  
Stronger Relationships - Successful Outcomes**

By understanding the profound influence of emotions like fear, shame, and the need for trust, professionals can develop greater self-awareness and strategies to overcome these barriers to success.





# Implementing Strategies for Success

## **Pair Experienced Mentors**

Match seasoned employees with new hires to share institutional knowledge and best practices.

## **Navigate Challenges**

Leverage mentors' expertise to help new employees overcome obstacles and learn from setbacks.

## **Collaborative Learning**

Encourage ongoing communication to open dialogue, feedback, and knowledge sharing between mentors and mentees.

## **Accelerate Onboarding**

Reduce ramp-up time for new hires by providing personalized guidance and support.

## **Cultivate Future Leaders**

Groom high-potential employees for leadership roles through personal development programs and mentorship.

## **Enhance Engagement**

Boost morale and retention by investing in the professional development of your workforce.

# Building Resilience in Your Organization

1

Assess individual and team stress levels and perceived challenges.

2

Facilitate small group sessions to build emotional intelligence and problem-solving skills.

3

Encourage open dialogue and peer-to-peer support within the groups.

4

Teach techniques for managing anxiety, improving focus, and maintaining a positive mindset.

5

Empower team members to take ownership of their personal and professional growth.

6

Foster a culture of resilience, collaboration, and continuous improvement.



**FEAR IS A  
MOTIVATOR...**

**Not a  
Deterrent**







“

You cannot change how someone thinks, but you can give them a tool, the use of which leads them to think differently.

**Buckminster Fuller**





# Key Takeaways

## FOSTER A LEARNING Culture: The Executive Edge

### Why It Matters

- 3x higher employee retention
- 40% faster market adaptation
- Clear competitive advantage

### CEO Action Step

Start today: Share your biggest lesson learned this quarter. Make it okay to 'not know' and invite questions. .



# **FEAR OF UNCERTAINTY → Team Success**

## **Why It Matters**

- 35% increase in innovation output
- Better talent retention
- Faster market response
- 50% reduction in project delays
- Higher employee engagement
- Better strategy execution

## **CEO Action Step**

Replace "post-mortems" with "project learnings" Include success and setback stories in leadership communications. Institute 15-minute weekly company-wide updates. Share both victories and challenges openly






# NAVIGATING Unexpected Challenges

## Why It Matters

- 45% faster problem resolution
- Improved team resilience
- Reduced crisis impact

## CEO Action Step

Institute "No Surprise Rule": Reward early problem reporting. Lead monthly cross-team solution sessions.



# **BUILD PSYCHOLOGICAL SAFETY**

## **Why It Matters**

- 60% increase in problem identification
- Better quality decisions
- Enhanced innovation pipeline

## **CEO Action Step**

Start meetings with "What's not working?"  
Publicly acknowledge your own mistakes





# **Develop FEAR INTELLIGENCE in Leadership**

## **Why It Matters**

- 40% better team performance
- Stronger client relationships
- Higher employee satisfaction
- Greater collaboration
- Development of Trust
- Deeper communication

## **CEO Action Step**

Begin executive meetings with team pulse check. Ask how people are feeling. Create safe space to be transparent. Give them an opportunity to share insights and ideas. Make empathy a promoted leadership trait.



# **THE FEAR INTELLIGENT Advantage**

Learn more about how you can increase  
your fear intelligence by taking the Fear  
Intelligence Assessment at  
<https://jacquelinewales.com>



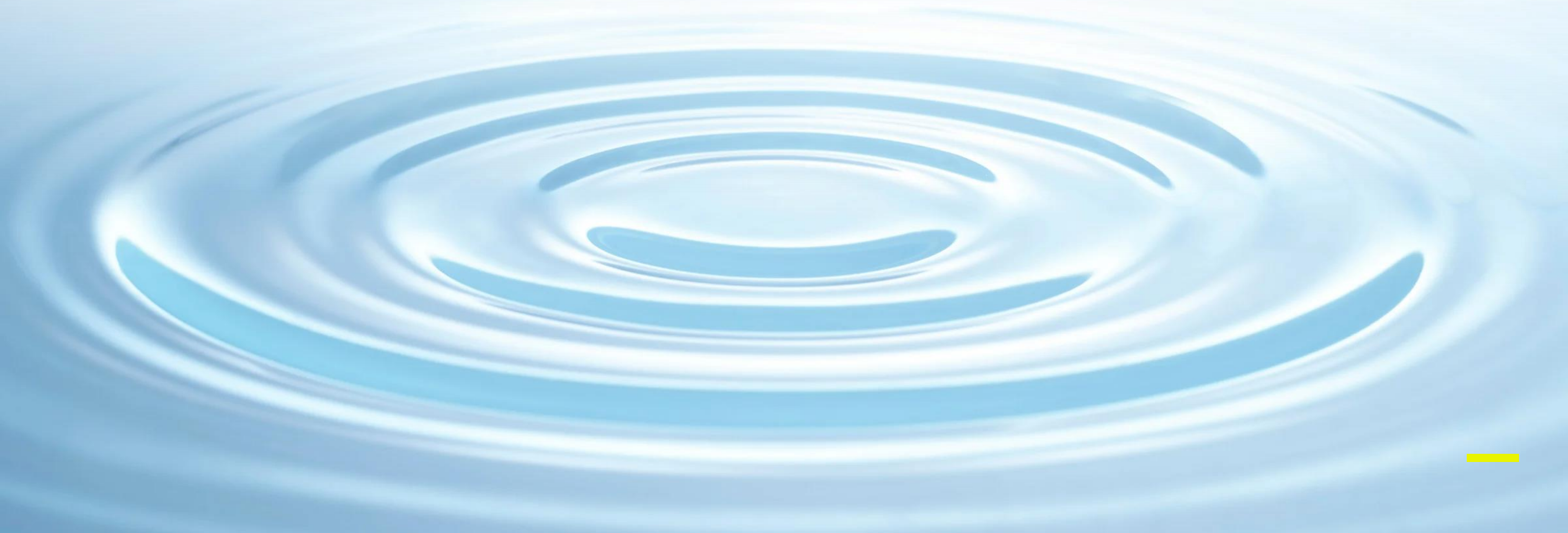
# CONCLUSION



Being fear intelligent is simply a matter of courage  
and a willingness to see fear as  
your F.U.E.L for change!

**Jacqueline Wales**

# Takeaways





To download today's information and more...  
<https://jacquelinewales.com/vistage/>

Your feedback is important to everyone in the Vistage community. Please take a moment to share your feedback about today's session.





## Give feedback to Jacqueline

Scan this QR code



Or go to

<https://talk.ac/jacquelinewales>

and enter this code when prompted

V25