“Keep It Real:  Secrets of Being Authentic”
Monday Call August 14, 2017

- The Next TNL, Aug 22nd at 7:30 PM CDT at Mannatech Corp offices or www.mannatechlive.com
- Business Tools webinar with Bob Adam on Success Tracker – Wednesday, August 16th at 10 AM… Check supplement for login info
- Compensation Plan Implementation webinar Thursday, August 17th at 10 AM CDT Check the supplement for login info
- New Opportunity presentation coming out this week.

Article by Jamie Friedlander

1. Authenticity
   a. We love reading about it...celebrities who struggled before they made it
      Examples: JK Rowling, Richard Branson, Stephen King
   b. Authentic expressions: Chrissy Teigen, DiCaprio
      “People follow authenticity.” Karissa Thacker, “The Art of Authenticity”
      “I think it is twofold:
      the drive to be authentic, and
      the drive to be around other authentic human beings...”
      “But positive psychology also tells us that this sense of being true to yourself creates
      meaning. There’s drive to be authentic inside all of us. Fundamentally, it’s part of living
      a meaningful life.”

2. Ryan Lee, founder of FREDDYM, a training resource website for aspiring entrepreneurs
      Wearing Banana Republic can be equally authentic as piercings or other self-expressions
      if it’s truly who you are.
   b. No need to grow a beard and have tattoos and curse. “That’s not authentic if it’s not
      you.”

3. Authenticity is not something you are born with.
   a. Thacker believes You can develop it much like curiosity, kindness or honesty.
   b. Step 1: turn on our authenticity meter to determine if we are in touch with ourselves
      and our actions.
      “A lot of us move through life reaction to reaction and we don’t stop and go Wait I just
      did that. Did it feel real to me? Why did I do that? Did I feel pressured by context?
      Was I trying to be cool? ”
      Nobody can tell you what’s authentic for you.
   c. Another way to be seen as more genuine: feel comfortable sharing your failures and
      weaknesses.
In a business setting this can work...in proper context (your environment and the relationship you have with the person you are sharing with), people are more inclined to help...its more honest and it’s true.

d. “We can relate to others better when we’re not afraid of being vulnerable.”
“Nobody’s smart enough to figure it all out. Embracing your weaknesses and your quirks is just as much a part of being authentic as embracing your strengths.”
e. “Tell the truth. It really comes down to being you. It’s having the confidence to be you.”
f. Don’t be afraid to tell people what you believe in. Stay firm on your values and beliefs. You don’t need to “straddle the line” to please all your friends.

3. Both external and internal roadblocks stand in the way of becoming truly authentic.
   a. External: environmental like a boss, an upline, your spouse
   We become people pleasers or don’t want to hurt someone’s feelings so you misrepresent how you really feel, what you really want, etc.
   b. Internal: more ingrained and more difficult to overcome. If someone criticized you for a personality issue (say being too gregarious), and you dialed it down for a long time...hard to bring back true self.
   “Stepping back and examining those habits of mind that are internal is a powerful step,” Thacker says. “Our internal barriers are often harder to move than the external ones.”

      See exercise attached for cultivating authenticity.

4. People in Leadership are among most scrutinized
   a. Since leadership is where you want to be in network marketing this is about you!
   b. Letting go of the “perfect image” can be challenging. But these are the people where authenticity is most important because it goes hand in hand with trust.
   Thacker “I think authenticity does fundamentally come back to this: If I’m going to follow you, if I’m going to take a risk, if I’m going to put hard work and effort into a vision that you’re throwing out, can I trust you’re also looking out for me? Can I trust that you’re a kind person?”
   c. “When you see someone else do something kind, what happens to you?”
   Thatcher refers to this as a **virtue buzz**!
   d. Whichever virtues leave you buzzing, keep in mind that no matter who else is around, your constant companion is yourself. So, like who you are (or grow into the person you want to become) and enjoy the company.

   “**Authenticity is not something we have or don’t have. It’s a practice – a conscious choice of how we want to live. Authenticity is a collection of choices that we have to make every day. It’s about the choice to show up and be real. The choice to be honest. the choice to let our true selves be seen.**”

   Brene Brown, Public Speaker, Professor at Univ. of Houston
   Graduate College of Social Work
Exercise:

Karissa Thacker shares her favorite exercise for cultivating authenticity. On a piece of paper state this:
“If I were going to be 5% more authentic, I would ______________________.”

It is a sentence completion task. And you will be amazed at what comes out of your brain and your heart. You just have to let the pencil go...