

THE UPSIDE TEACHING GUIDE

EPISODE 47: How to Build Confidence, Embrace Change, and Achieve Your Goals in 2026

THE 5 IDENTITIES OF A GOAL CRUSHER

To get from Point A (where you are) to Point B (where you want to be), you must focus less on what you do and more on who you become. Success is always an inside job.

1. You are the one who chooses _____ on purpose.
 - **Key Insight:** Life is not easy. Most people avoid challenges, but growth happens when we embrace them. It's not a punishment; it's a gift that builds character.
2. You are the one who keeps _____ to yourself.
 - **Key Insight:** Confidence is built every time you follow through on what you said you would do. Start with small commitments and stick to them to strengthen your foundation.
3. You are someone who loves _____.
 - **Key Insight:** This is the price you pay for growth. You cannot improve your leadership, business, or life without it. Don't resist it; thrive in it.
4. You are the person who doesn't have to be _____.
 - **Key Insight:** Never use perfection as an excuse for inaction. Quality comes from quantity—repetition creates momentum. It just has to get done, not be flawless.
5. You are the person who sees the _____.
 - **Key Insight:** Perspective is your superpower. You get to decide the story you tell yourself about every challenge. Will this make you or break you?

REFLECTION & TEAM DISCUSSION

Use these questions for personal journaling or to lead a discussion with your team.

- **Self-Reflection:** Look at the 5 identities above. Which one feels the most natural to you right now, and which one is your biggest struggle? Why?
- **Action Step:** Where in your life or business are you using "perfection" as an excuse to delay action? What is one messy step you can take today?
- **Team Discussion:** Think about a recent challenge or "hard thing" the team faced. How can we reframe that story to see the "upside" and use it for future growth?
- **Commitment:** What is one small promise you will make to yourself this week—and keep—to build your confidence account?

"At the end of the day, the most important question we have to ask first is not just where do we want to go, but who must we become?"

Keep Living on TheUPside.