

NEWS ENTERTAINMENT BUSINESS NIGHTLIFE
NEWS ENTERTAINMENT BUSINESS NIGHTLIFE

TIMES BEVERLY HILLS



SuperStar SuperRich Athletes

Their Mega Billión \$\$\$\$ Charities





THE SUPERSTAR PARADOX:

5 Reason Luxe-Oriented Overachievers Miss The Mark!

By Merilee Kern, MBA

In today's innovative luxury sector where nothing is certain but change, masses have surrendered to "overachievement" in pursuit of career success and a life of excess. While overachievement has its virtues, there's a dark side to this approach to advancement. For some,

dreams come true, but throngs of others miss the mark despite their best efforts. "This happens because they're aiming for achievement rather than a deeper understanding of themselves and what they truly want, says Karen Eldad, a certified business coach, keynote speaker, advisor to leading executives, and premier organizations Beyond Capital, Luxxotica, Van Cleef & Arpels, YPO, LVMH and IWC. "It is a story shared by many who present a happy, accomplished, enviable image: Putting on pretenses while internally writhing with anxiety, insecurity and doubt over never having enough; a state I've coined the "Superstar Paradox"; where pursuing illusionary things we think we want instead, produces low-self-worth and unhappiness impeding our ability to achieve what we truly want. It's an exhausting and debilitating vicious circle."

The Superstar Paradox is tough to solve because of one hurdle: Admitting there's a problem says Eldad. "This requires relinquishing our armor that we know everything and have everything figured out. The key is in accepting that 'we don't know what we don't know' and finding the courage to swap illusionary happiness for a bona fide pursuit of wisdom which offers true fulfillment, power and possibility." Taking a first step is critical. Eldad offers five foundational insights to ensure overachievement behaviors don't under mine your success, or level of life satisfaction after you reach a superstar status.

#1. Reframe your success story. Overachievers often think success only comes from power, money or status—important for career measurement—but overall success in life should be the true Holy Grail. If you are a C-suite executive or aspire to be, but riddled with anxiety, pain, dissatisfaction and your relationships are suffering—it's evident that money and status isn't proving as worthwhile as it should. Change by reframing your personal story. Life isn't meant to be one-dimensional; map out what you hope for each facet of your life if it were a success. Include relationships, children, work, extended family, travel, self-care, hobbies, etc. Fulfillment in life is much more than what happens on the work front. Reframe your success story and commit to change on all fronts.

#2. Get out of your own way. Superstars create self-imposed limitations based on what they perceive their goal of success to be. Once achieved, it's instinctive to want to bask in that "place" but overachievers want more, and other self-imposed limitations

kick in depending on what we perceive our capabilities and opportunities—or lack of. Even confident overachievers suffer the internal "can't" dialogue: "I can't afford to do what I want"; "I can't make it"... self-deprecating dialogue goes on and on. Resources like talent, money, conditions, etc., are often not a genuine end game, but rather merely obstacles and challenges to overcome with ingenuity and chutzpah.

#3. Classify and conquer your 'fatal flaw'—that which causes a noble or exceptional individual to bring about their own downfall—a primary reason why many overachievers become hooked on their actualized achievements and rely on 'fake' confidence and aggrandizement rather, than operate from a place of vulnerability and authenticity. To achieve true superstar status and foster genuine, lasting happiness, it's imperative to discern if you have a "fatal flaw" identify it, and work wholeheartedly to resolve it.

#4. Course-correct crippling self-constructs. An obstacle to a 'superstar' realizing genuine happiness is their reliance on self-esteem which is far different than self-acceptance. Self-esteem is "a positive or negative orientation toward oneself; an evaluation of one's worth or value"... Overachievers depend on external conditions being met and how they "rank" against others in their society. Self-acceptance relies on self-constructs like a person's ability to forgive themselves for being human and, thus, imperfect. Overachievers are susceptible to being heavily dependent on the opinions of others which causes them to settle for a "connection" over true bonding; marrying the "right" person on paper versus the person you are deeply in love with. Practice being kind to yourself; unequivocal in the belief that self-criticism is self-defeating.

#5. If you didn't "buy" the above points and think, "Nah, I got this," brace yourself. a curve ball is bound to throw you off your game. Many overachievers spend their lives working to avoid the pain of uncertainty or problems, assuring themselves, "it's going to work out." They avoid that nagging dissatisfaction and angst. I've found when superstars are at their most comfortable or when stress finally boils over, they not only find the truth of themselves, but open themselves to new possibilities. Maybe it's time to start living life, and stop living life for achievements, money, accolades and the validation of other people—which will never measure up to true success." ■

Executive Editor/Producer of "The Luxe List," Merilee Kern, MBA is internationally regarded as a brand analyst, strategist and futurist who spotlights noteworthy industry innovators products, services, destinations and events in her exclusive cross-media platform that reaches millions each month. Visit: TheLuxeList.com