

Is Lack of Commitment Sabotaging Your Ability to Attract Joint Ventures?

The dreaded "C-Word... commitment! Does "it" turn you on or off? Pretty general question. Well okay, think about an area in your life where commitment makes you feel uneasy. Write it down now.

Fear of commitment (or intimacy or dependency) is a series of different fears that a person experiences sequentially or simultaneously that include:

- Fear of getting hurt
- Fear of trusting: that you made the right decision; a certain individual; your ability to succeed, etc.
- Fear of not finding or maintaining that illusion of the perfect you, client, partner, business or job etc., which amounts to a fear of conflict
- Fear of failure related to an individual, relationship, or business/job performance - including pleasing and meeting others' expectations and not letting your self and others down
- Fear of giving up your identity and independence

We all have innate needs, like thirst, hunger, and feeling loved and being accepted by people who matter to us. But why are so many of us afraid to commit? It's because relationships and our work can be risky business. These experiences open us up, and make us feel vulnerable and weak at times, too. Then, because of all that we have invested in our relationships with prospective or current clients, it can be sobering to stay committed when the "honeymoon" - or feeling of being on a high - is over.

It is human nature to focus our attention and communication on "why" we cannot commit to our clients, business, partner, children, vision, health or finances for example - especially over the long term - and waste our energy convincing ourselves and others that our goals are impossible to achieve. This is a delay tactic for making that commitment. When we are uncommitted, all we see are excuses. And when we are committed, we see much more... possibilities, solutions, and opportunities!

Did you know that we are more attractive when we commit our selves to something or someone? When we commit, we also feel relieved, energized, and refreshed. We can then move forward easily and freely - beyond wanting, desiring, and intending - and fulfill our target... because we have committed ourselves.

So, how can being committed to being intimate for example become life changing for you? - By starting to recognize your fear-based emotions - i.e. jealousy, sadness, anger, etc. - for what they are: as an opportunity to trust that the Universe will provide what you need, when you need it, and in the most appropriate way. This is what intimacy is. It is not the act of using immediate family, close friends, and helpful allies as a crutch... as your saviors for when you are feeling "less than" whole, resourceful and creative, which you are essentially thinking

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yourself to be. Otherwise, these negative emotions will continue to shape your perceptions, judgments, and actions - for the worse.

Let your guard down. Relax into the present moment. Welcome, instead of resist, every circumstance. Enter each fear-based emotion fully, embrace it, and see through your resistance. See these occasions as a chance for you to further explore, discover, and improve yourself so that you can stop reliving the same painful experiences. Remember: This is always about you, and no one and nothing else!

Whatever stance you decide to adopt - committed or uncommitted - remember this: you will attract people, including clients and joint ventures, who are just like you. If you do not like "what" you are currently attracting, you can change that pattern right now by using the guidelines provided above.

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Commitment anxiety: Are these top 10 signs true for you?

Know the truth, which is that you can attract ideal joint venture (JV) partners if you have a "true" desire and willingness to actually promote an existing or new service or product you develop together. Isn't that inspiring and freeing! But do you sabotage your chances for success... because you fear interpersonal conflict and/or commitment? Do these factors alone make you say to yourself: "I wouldn't touch JVs with a ten-foot pole?" If you do, then know that you are not alone!

In fact, there are a million and one ways we express our fear of commitment (aka cold feet), whether it's by staying in go-nowhere professional relationships, jumping ship from partnerships too soon, exaggerating our past or current JV partners' tiny flaws to gigantic proportions, serial partnering, or hiding out in our home offices keeping busy with tasks that keep our business small. The behaviors may vary, but the underlying cause is the same: We want to be in committed joint ventures but are terrified of *at what expense?*

Stuck in a seemingly endless cycle of desire, ambivalence and confusion, many entrepreneurs simply don't know that they are afraid of the very things they think they want: emotional connection, commitment, satisfaction and success. Find out if you have "Joint Venture Commitment Anxiety". You're willing to dip your toe in the baby pool but not into the deep end of the adult pool because developing intimacy, including revealing the real you, is too scary or overwhelming for you.

Top 10 signs you're joint venture commitment-phobic:

1. You have a long and elaborate list of requirements for your ideal joint venture partner.
2. You go from one short-lived joint venture relationship to the next, thinking the next time it will be better.
3. You have a habit of seeking "unavailable" joint venture partners.
4. You consider your committed (non-Lone Ranger) colleagues' lives boring and think they have settled for less.
5. You stay in business relationships that are rocky and offer little hope of commitment.
6. You back out of plans at the last minute and have difficulty setting a time for dates.
7. You cultivate large networks of contacts at the expense of joint venture partnerships.
8. You have experienced much business relationship trauma.
9. Your business is very important to you and you often choose work over relationships: personal and business alike.
10. You are constantly going from one extreme to another - hot and cold - in your business relationships.

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Growing Your Joint Venture - 7 Tips to Gracefully Manage the Awkward Stage

When you first learn a new skill, what does it feel like? Can you remember? Are you like a duck that on the surface of the water appears unruffled but who is paddling away furiously underwater? We will take a further look at this with a human example. When you are first learning a new dance or move, your steps feel awkward, as if your brain is not in synch with your body. You use steps that are either too big or too small; you feel self-conscious and uncomfortable; and, you may even step on other people's toes. It is like you have not yet grown into your bigger feet; you are still adjusting to the new dance moves.

Compare your dancing experience to *getting known* in your area of expertise, target market, or company that you work for. This process typically entails becoming (more) visible or assuming greater responsibility, and as a prerequisite, stretching who you are being and increasing your *sphere of influence*. While this change can expose you to a greater number and/or variety of professional opportunities, it also requires getting comfortable with being emotionally vulnerable. And being vulnerable is not easy, is it? Yet a stage of awkwardness, of uncertainty and vulnerability, must be passed by all of us before mastery sets in.

How can you effectively grow your business or into your desired joint venture position so that it is not too stressful? Take a look at the tips provided below, and Type A personalities, pay extra attention.

7 Tips for Easing into Awkwardness of a New Business or Joint Venture:

1. Make a commitment to go deeper into your area of expertise, target market, and relationship with yourself and others.
2. Every day, practice being in your Courage (not Comfort) Zone.
3. Be okay with the fact that your moves in the beginning will be more awkward than graceful.
4. Develop a sense of urgency with what needs to be done while ensuring that you stay focused on your intent and Less Effort, More Ease.
5. Build regular breaks of diversion into your schedule so that you can sustain your momentum.
6. Ask others, and with your JV... your partner, to be supportive and gentle with you as you are moving into your new "place".
7. Trust that the knowledge, wisdom, tools and resources will come to you exactly when you need them if you ask for inspiration and focus your attention (lightly, so that your energy is still expansive instead of constricting) on this request.

Now, transform the above tips into habits and ground them into your everyday reality, for a minimum of 30 consecutive days. By then, a new neural pathway will have been created in your brain and the habit will become automatic - like the figure skater who does her figures or the basketball player who shoots hoops every day.

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