

# AUTHENTICITY ACCELERATOR

BLUEPRINT

ALEX TERRANOVA

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# ALEX TERRANOVA

Alex Terranova is a DreamMason®!  
At his core he is Warrior, Play, Radiance,  
Heart and Authenticity. He is a  
Business, Life & Performance Coach.

He has worked with employees at  
LinkedIn, Amazon, ShutterFly, Godiva  
Chocolate, David&Goliath, McCann NY,  
Execonline, Coldwell Banker, and NSA,  
as well as Executives, Entrepreneurs, &  
Creators in various industries. Alex  
wants to be better than he was  
yesterday and support others in  
discovering their greatness and building  
their dreams. He believes with a  
foundation of integrity and commitment  
you can create anything you want!



Author, Speaker, Podcast Host, and  
Performance Coach



HIGHEST  
POTENTIAL



THRIVING  
RELATIONSHIPS



MORE JOY  
FULFILLMENT,  
AND  
SATISFACTION

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We are addicted to pretending, to looking good, to doing what we should or shouldn't, to being right, to not speaking up, to following our parent's advice, the church's advice, and manicuring how the world sees us.

**WELL FUCK THAT! IT'S A WASTE OF OUR TIME, ENERGY, CREATIVITY, AND POWER.**

I, Alex Terranova, am committed to you living authentically, to being real, and vulnerable, and to demonstrate in life none of us know what the fuck we are doing, but it's more fun to at least being doing it authenticity.

This Accelerator will support you, your company or you relationships in smashing down the walls of perfection, performance, and looking good to dive face first into deeply vulnerable and authentic experiences and relationships.

This is a crash course to expose and explore what it means to be authentic and how to succeed in a world desperate for a facade.

**A LIFE PRETENDING ISN'T WORTH LIVING!**

**Don Miguel Ruiz, the author of the four agreements says,**

"With the fear of being punished and the fear of not getting the reward, we start pretending to be what we are not, just to please others, just to be good enough for someone else. We try to please Mom and Dad, we try to please the teachers at school, we try to please the church, and so we start acting. We pretend to be what we are not because we are afraid of being rejected. The fear of being rejected becomes the fear of not being good enough. Eventually we become someone we are not."

***WHAT IS AUTHENTICITY ANYWAY?***

Let's start with some questions for you to reflect on yourself.

What are some things you know you do when you aren't being authentic?

What are some things you do when you are being authentic?

What are ways you wish you were more authentic?

How do you recognize inauthenticity in others?

What is not being authentic costing you?

*(Try looking in a few areas of your life, relationships, business, friendships, family, money and success.)*

Why do you want to be more authentic?

What do you hope it will get you?

Not living authentically means you are living a pretend life. And as far as I know this life isn't pretend.

***Authenticity is truth.*** It's having a voice and using it to share your true thoughts, options ideas.

*It's saying I love you first. It's forgiving and apologizing. It's the courage to be vulnerable. It's being brave and speaking up for yourself and others.*

*It's asking for what you want even if you might not get it. It's declaring a massive goal even if everyone around you won't be supportive.*

Authenticity is thinking, being, speaking, and taking action on your truth regardless of fear, circumstances, or others opinions

Now think about this, how can you possibly create the results you want in life, REAL RESULTS, be it opening a business, becoming a successful entrepreneur, creating a deeply loving and connected relationship, being the parent you want, having powerful friendships, and feeling fulfilled from an inauthentic or pretend place?

In business how can you create a real culture when you or your leaders are pretending?

If you aren't authentic, how can you expect your employees, friends, partner or anyone else to be authentic?

I want you to write down all the ways you know your \_\_\_\_\_ would improve if you were more authentic?

**BUSINESS**

**EMPLOYEES**

**ROMANTIC RELATIONSHIP**

**RELATIONSHIP WITH YOURSELF**

**RELATIONSHIP WITH YOUR FAMILY**

**FINANCIAL STATUS**

For example, I spent years being inauthentic. At a young age I believed I wasn't smart enough, and this led to stories about myself that I wasn't good enough, and was a disappointment. Overtime I compensated with being cool, charismatic, popular, flirty, and interesting compensate for a belief I had made up. Those ways of being weren't authentic; they led me to be successful and yet deeply unsatisfied and unfulfilled. I was working a great job I hated, dating people that weren't right for me, sleeping around, spending money on things I didn't need to impress people I didn't even know, drinking too much and I had my focus on things only my ego desired.

When I started on my journey of authenticity I first had to learn to drop those stories I had made up about not being smart, and start noticing all the programmed behaviors those ways of thinking let me to act. Then I had to start doing introspective work like this to discover who I really was. This had to start with understanding why I wanted to do this work. Why I wanted to get real about who I was and who I wasn't. Knowing why is important because this can be a confronting difficult conversation that isn't necessity easy to swallow.



## SO WHY DO YOU WANT TO BECOME MORE AUTHENTIC?

What stories, fears, and beliefs do you have in your mind (likely from a young age) that keeps you acting inauthenticity, living small, not speaking up, not asking for what you want, not sharing your art or business ideas, keeping quiet, or pretending?

Can you remember a time as a kid that you made up a story about something you couldn't do or couldn't be?

What did you create or become to overcompensate for that story and belief?

## NOW WHAT?

If you can see how you are being inauthentic you can also see how you have created inauthentic relationships, businesses, connections, goals and even success.

And because you can now see it, YOU CAN CHANGE IT!

Unfortunately, most of the time we can't see it, because society has groomed us to be inauthentic. It keeps us in line, in place, following the structures of consumption and compliance.

Think about all the times you act inauthentic without even thinking about it:

- When people ask you how you are and you say fine.
- When you go to a job you don't like or maybe even hate.
- When you don't speak up in a meeting and you have something to say.
- When you want to say I love you but you feel it's too soon or worry what if they don't say it back.
- When you don't give feedback or instruction to that employee that is struggling cause you don't want to deal with it.

**WE ARE ALL INAUTHENTIC  
ALL THE TIME.**

Living inauthentically can create a life that is fine and one where we get good enough results.

***BUT GOOD IS THE ENEMY OF GREAT.***

IF WE WANT TO UNLEASH OUR TEAMS, OUR PEOPLE, OUR COMPANIES, AND OUR RELATIONSHIPS ***WE MUST UNLEASH OUR PEOPLE AND OURSELVES TO CREATE, INNOVATE, SPEAK UP AND HAVE AN IMPACT.***

- IF YOU DON'T WANT TO HAVE AN IMPACT YOU'RE BEING INAUTHENTIC!
- IF YOU DON'T CARE, AREN'T EXCITED, NOT CREATIVE OR INNOVATING OR LEADING YOU AREN'T BEING AUTHENTIC!
- IF YOU DON'T FEEL SADNESS, HAPPINESS, ANGER, DISAPPOINTMENT, JOY, FRUSTRATION, DESPAIR OR TONS OF OTHER EMOTIONS YOU AREN'T BEING AUTHENTIC!

***YOU ARE SOUL. YOU ARE HEART.  
YOU ARE LIGHT AND YOU SHINE FROM  
AUTHENTICITY NOT FROM  
PRETENDING...***

## **CONSEQUENCES OF BEING INAUTHENTIC:**

- **NOT BEING RESPECTED**
- **NOT OK BEING OURSELVES**
- **NOT LOVED - A HUMAN NEED**

Inauthenticity causes us to: numb out with booze and drugs, to just get by, or to just focus on ourselves.

As a business owner, not being authentic creates a massive power leak in your company, team and organization!

### **COST:**

- COMMITMENT AND TURNOVER
- CREATIVITY
- COMMUNITY
- ENGAGEMENT
- GROWTH
- HIGH PERFORMANCE
- CUSTOMER SERVICE
- EVERYTHING YOU WANT FROM YOUR EMPLOYEES

Want monotony or rapid fire results - create robots!  
But you can't get innovation or passion, creativity or joy  
from that place.

When we strip ourselves of our authentic selves, we  
remove the desire to support, to be better, to create, to  
innovate, to grow, and to help others.

Next look at some ways to apply all this.

## WHERE DO YOU SEE THIS AT PLAY?

### APPLICATION:

Let's start being authentic! Here's how...

### WITH YOURSELF

- 1) First, identify and notice when you are not being authentic.
  - Identify what is happening that is keeping you from authenticity (fear, anxiety, worry, trying to fit in, etc)
  
- 2) Identify what you are committed to? I like to think of this as my North Star. *(For me it's Integrity, Commitment, Play, Love, Authenticity and Wellbeing.)*
  - What are you committed to? Come up with 3-5, big things, like I shared.
  
- 3) Now start practicing living from your commitments instead of your feelings, circumstances or whatever is happening in your life.
  - For instance, you get in a fight with your partner, you feel mad, angry and feel like walking out and maybe getting a drink or blowing off steam. Instead because you are committed to love or family, you stay and talk it out with your partner.

4) Cultivate actions that support you getting to your commitments.

- This might mean, creating a time to connect with your partner daily. If you were committed to adventure, this might mean planning weekly hikes or yearly travel in advance to ensure it happens.

5) Lastly, create structures like accountabilities, rewards or consequences to support fulfilling on actions.

- For example, if you are committed to wellbeing or health, hiring a trainer or getting a friend to meet you at the gym to ensure you workout. It might mean creating date nights in your relationship.

## **IN BUSINESS OR WITH YOUR COMPANY:**

1) Identify how or where your company is being inauthentic.

- This might look like what is taking place in the office doesn't match your company's mission or values, or even your personal commitments
- You might have to take an anonymous poll, interview employees, do a 360 review, or hire a coach or consultant.

2) If it's not clear determine what your company or team is committed to?

- What are the Mission and Values?
- Are employees, more importantly the leaders, aligned or enrolled in the Mission & Values and do they see them lining up.
- Are the employees buying into them?

3) Practice having the leaders live and choose from those commitments instead of their feelings or the circumstances that show up.

4) Create actions that support the companies commitments, mission and values.



5) Create structures like accountabilities, rewards or consequences, follow ups and what ever is necessary to support fulfilling on actions.

These are just a few ways you can take what you've learned here and implement them into your personal and professional life to experience greater joy and freedom today!

**REACH OUT IF YOU'D LIKE MORE INFORMATION, I'D LOVE TO CONNECT.**

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