

Be egocentric

This exhortation is actually utterly misguided. That is to say, it's unnecessary. Egocentricity is not a character trait but an unavoidable fact of life. Looking after Number One. Everything always revolves around oneself. All attempts to deny this fail. They prevent the recognition and utilisation of one's true potential.

Play to your strengths

Here we have to provide a concrete example of what is meant. So let's take the workaholic who manages to juggle various successful activities, who has everything completely under control, who knows everything about anything and who appears to be some kind of superhuman. Any parallels with any real person or even with the reader are absolutely unintentional. This businessman can actually only make one mistake: to allow himself to be worn down by his own appointed, highly qualified "Human Resources Manager" or by the furrowed brow of his partner: "You can't do it like that." "You have to be nicer to people". "You mustn't do so much." "You need to relax more.". These enjoiners can go on forever. Don't let yourself be brainwashed. Play to your strengths. The only thing that I would dare to advise here is: try to keep your three absolute core strengths at the forefront of your awareness and develop these the most. This will ultimately bring more than copying the strengths of other people who may be better role models but who actually achieve less success.

Accept your weaknesses with fondness

What are weaknesses anyway? Is it a weakness that I find it hard to trust other people? Is it a weakness that I am totally fixated on the minute details of daily life? Is it a weakness that I am not a good listener? These may be interesting questions but they are the wrong questions to ask. The only true question to ask is: what concrete effects do these weaknesses have? If there are no obvious negative effects in the medium or long term then I am better served by simply accepting my weaknesses. Yes, even to see them as strengths. And to suggest to my nearest and dearest, who are so keen to offer affectionate advice, that they would be better advised to copy some of my weaknesses so that they in turn can become rather more successful.

Show your true colours

One element of pure, genuine and conscious egocentric behaviour is the very fact that I display this attitude. In other words, I don't just speak out when the target deviates from the actual situation. I also say what I think of it. "You shouldn't hurl personal insults" becomes "You shouldn't take things so personally." You allow yourself to speak frankly. For you know that it is gut instinct that steers you, allowing successful people to advance and leaving unsuccessful people to fall behind. What you develop as the antidote to this is a keen interest in the background to success. This means you don't only show your true colours when things go wrong. You show your true colours more than ever when things go well. When something turns out particularly well. Then you show your true colours by asking what is important to you personally. "How did you do that? Tell me about the key points that led you to this success! Tell me what I can learn from this that will allow me to master the next challenge!" This not only shows that you want success but also that you are interested in the actual success itself and the people behind the success.

An egocentric attitude is not a character trait but an unavoidable fact of life. Let's accept that. Live and control it so that it provides a positive stimulus for the quality of life and success. In our own way.