



# THE SELF-COACHING GUIDE TO OVERCOMING THE 7 DEADLY SINS OF LEADERSHIP

Including a Conversational Intelligence® Quick Start  
Handbook to Start Regaining Team-Trust *Immediately*



**Are you addicted to being right? Do you know of someone you think might be addicted to being right? Is it even possible to be addicted to being right? Yes! Yes it is.**

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Just like sugar, drugs, or alcohol, when we are right, we get a hit of dopamine. Dopamine is a feel-good chemical released in our brain. Over time, we need more and more dopamine to get the same level of happiness.

Perhaps you know of an executive (even if that person is you!) who used to be open minded, collaborative, and curious, but over time, they changed? They became a person you don't recognize. They are forceful and rarely listen. They hold on to their views even when they're damaging relationships and the business. If so, the person you're thinking of may have an addiction to being right.

**When we are addicted to being right, we practice the 7 deadly sins that slowly kill our relationships and our businesses. They're presented for you here, so you can recognize them and untangle them.**



# Seven Deadly Sins

## **PRIDE**

You are so proud of your ideas that you can't see anyone else's viewpoints. You have to be the smartest person in the room and at times, the smartest person you know. You love to show people how wrong they are.

## **GREED**

You are motivated by greed over the truth. Even when your greed starts to jeopardize the financial health of the company, you don't give in. You blame others for the company's financial problems, because you could never be wrong and cause financial issues within your company.

## **WRATH**

Addicts can be monsters towards those who have a different opinion, even toward people who are trying to improve the business or drive results. If they have a difference of opinion, they are shunned or ridiculed. Over time, the team recognizes they have two choices, either agree with everything the addict says (right or wrong) OR jeopardize their jobs by speaking the truth.

## **ENVY**

Often addicts chase status. Status confirms they are right. They feed their addiction to dopamine by showing off all they have or have accomplished. They see themselves as being above everyone else and hope others envy them.

## **LUST**

Addicts have a strong desire for recognition. They often claim all of the credit for the wins. They lack the ability to take responsibility for failures because it jeopardizes their need to be right.

## **GLUTTONY**

Gluttony is about excess. When we are addicted to the dopamine hit of being right, we become gluttonous for praise, approval, and recognition. We want more and more of the drug of our choice – being right.

## **SLOTH**

When we are addicted to being right, our brain starts to tell us we know how to do everything and can do it better than any expert in that field. The addict isn't willing to do the work and isn't willing to learn someone else's job, but they are more than happy to tell them how to do it. The addiction makes the person believe they are right everywhere, even in areas they do not have knowledge in. This results in laziness and poor decision making.



## **NOW THAT YOU KNOW WHAT ADDICTION TO BEING RIGHT LOOKS LIKE AND SOUNDS LIKE, WHAT DO YOU DO IF YOU BELIEVE YOU MIGHT HAVE AN ISSUE?**

### **STEP 1**

#### **Recognizing you may have an addiction.**

If you are going home at the end of the day and can't think of one thing you learned from someone else on your team, then get honest with your addiction. Getting honest with your addiction will save your team, your relationships, and your business.

### **STEP 2**

#### **Strategically plan situations where you can show you are changing.**

Use the 7 Deadly Sins as a checklist. Ask yourself which one or two sins you are most often guilty of. Write down examples where you know you regularly falter to help you start to uncover your habits. Create a plan on how you will resist forcing your views in these situations and how you will allow your team to use their knowledge and experience to shape the conversation.

### **STEP 3**

#### **Empower your team to be honest, not just through your words, but through your actions.**

It will take time to rebuild trust within your team. Don't expect to walk in and demand honesty and think you will get it. They have been burned before for their honesty, so give them some time. When someone start to give you feedback, encourage them to tell you more. Thank them publicly for providing feedback. This will encourage others to do the same.





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Create an environment where  
your team can do their best work

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Getting honest with your addiction and taking steps to manage it will create an environment where your team can do their best work. It will remove the constant state of fear they live in and provide them with the space to make decisions that will positively impact the business.

## Create an environment of collaboration, trust and innovation with Conversational Intelligence.

Understanding the addiction to being right and how to live in a state of curiosity is one of the many tactics of the Conversational Intelligence® “C-IQ®” education program. C-IQ® trains you to build a top-down work culture based on trust, and it gets your teams to speak the same language. When your leaders use these proven methods for communication, their teams become highly engaged and inspired to go above and beyond for the company vision and its leadership.

If you are interested in learning more about C-IQ® training programs and how your team can leverage the education to drive your business, schedule an information session with Jen Thornton, Founder & CEO of 304 Coaching.

Rest assured. You won't be judged for your addiction to being right. Many executives have it and it has served them well. Being right is how they've gotten to where they are but it won't get them to their ultimate goal. At a certain level of leadership, it's important to evolve and grow your leadership style to empower higher states of peak performance in your team, which can only happen in environments where honesty and collaboration are the norm.



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