

QUOTES, QUIBBLE, QUESTION

FROM
THE
COACHING
GUY

64TH EDITION

WELCOME

We all live inside stories, narratives we've crafted to make sense of who we are, where we've been, and where we're going. These stories shape how we see the world, how we act, and even what we believe is possible. The tricky part? Some of these stories are outdated, inaccurate, or downright unhelpful.

This week, we're diving deep into the stories we tell ourselves. Are they empowering or limiting? Do they build us up or hold us back? Let's explore how to recognize these narratives, challenge them, and rewrite them into something bold and inspiring.

Because here's the truth, the pen is in your hand.

QUOTES

"We tell ourselves stories in order to live." [Joan Didion](#)

"Whether you think you can, or you think you can't, you're right." [Henry Ford](#)

"The most powerful stories are the ones we tell ourselves. The good news? You get to choose the script." [Anonymous](#)

"I am not what has happened to me. I am what I choose to become." [Carl Jung](#)

Q U I B B L E

Should we confront our inner stories or simply focus on taking action?

Advocates for self-reflection believe that without understanding our internal narratives, we risk being trapped by them. These stories, like “I’m not good enough” or “I don’t belong here”, often arise from past experiences, societal messages, or even childhood conditioning.

Unchallenged, they become the lens through which we view every opportunity, relationship, or challenge.

Confronting them involves asking:

Where does this story come from?

Is it rooted in fact or assumption?

How does this belief serve or hinder me?

By uncovering and rewriting these narratives, we free ourselves from their hold. For example, changing “I’m always failing” to “I’m learning from my setbacks” can unlock new ways of thinking and acting. However, there’s a risk of getting stuck in the process. Overanalysing our stories can lead to analysis paralysis, where we focus so much on understanding our inner world that we delay taking any real steps forward.

On the other hand, proponents of action argue that doing can create change faster than overthinking ever will. Instead of getting bogged down by the “why” behind your story, you can act in ways that prove it wrong. Consider someone who believes, “I’m not athletic.” Spending hours analysing the origins of this belief may not change much. But if they decide to walk for 10 minutes every day, they might soon realize, “Hey, I can be active!” Action rewrites the story through lived experience.

This approach is powerful because it focuses on results rather than introspection. However, the downside is that action without reflection might miss the root cause of the issue. It’s possible to achieve small wins while still carrying the weight of a deeper, unresolved story.

The most effective approach combines both strategies: reflection and action.

Identify the Story: Start by recognizing a limiting belief. Write it down and examine where it might come from.

Challenge the Story(Take it to Court): Ask yourself, “Is this story true? What evidence supports or refutes it?”

Take Small Actions: Choose one action that directly contradicts the story. If your story is “I’m not creative,” try sketching a simple doodle or brainstorming an idea. If it’s “I’m not good at public speaking,” share a short thought in a team meeting.

Reflect and Revise: After acting, reflect on how it felt. Did it challenge your belief? What new evidence can you add to a more empowering story?

By pairing thoughtful introspection with practical steps, you can both address the root of the narrative and create tangible proof that the story no longer holds power over you.

Q U E S T I O N

“What is one story you’ve been telling yourself that no longer serves you, and what new story would you like to tell instead?”

Curious how I can help you? Then book a free consultation, link in my bio. Or if you like my content and want this sent straight to your inbox every Monday, subscribe to my newsletter by visiting www.thecoachingguy.co.uk

T H A N K S

For reading this week’s newsletter.

If you have other subjects that you would like to hear about, drop me an email at matt@thecoachingguy.co.uk