

Unapologetic

How to Kick People Pleasing in the Ass
and Live the Life You Deserve.



Francis Miranda

If you're fed up of being held hostage to the opinions of other people and want to enjoy the freedom that comes from thinking for yourself, this is the book for you.

In this book, Francis will take you through a journey of understanding what people pleasing is, how crippling it is and ultimately what you can do to kick it in the ass.

A word of warning though, this book is not going to be filled with fuzzy warm love bombs. Nope. This is going to be a tough as nails book who won't gently escort you out of your comfort zone. It's going to shove you out of it. But if you're brave enough to undertake the journey, we can't promise you it'll be painless but we guarantee that it's going to be fun.

Ready to be freed to pursue what you really want?
Pick up this book and find out!



Francis Miranda is an irreverently inspirational speaker based in New York and Manila. Humorous, thought provoking and energetic. He is a much sought after speaker, consultant trainer and team builder. Unapologetic is his first book.

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How to Kick People Pleasing in the
Ass and Live the Life You Deserve

By Francis Miranda

"Is People Pleasing your problem? This book is THE antidote."

-Bo Sanchez, bestselling author

"The most successful people in the world are unapologetic in pursuing their dreams. If you want to be like your idol, you have to read this book. Learn how to get rid of the disease of people pleasing, and be one step closer to success."

- JPaul Hernandez, bestselling author of
"How Underdogs Can Become Overcomers"

"Irreverently funny, the book drops truth bombs to obliterate your people pleasing behaviors!"

- Edwin S. Soriano, Life Coach, Trainer,
Author of "You Can Be Happy Again"

"I have known Francis for decades and am glad that improv played a part in his journey. Unapologetic best captures his passions and projects and what makes him tick and thrive. It will surely inspire all who read it."

- Gabe Mercado, Trainer and Consultant,
Founder of SPIT and Executive
Director of Third World Improv

Dedicated to

My Family
who supported me through
every tough thing life hurled at me

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PART 1

INTRODUCTION

INTRODUCTION

“What will other people say?” These five words are absolutely genocidal in the number of dreams that they have killed. You’d think that the reason people don’t accomplish their dreams is because of factors beyond their control. Just like a person working in the morgue, I’ve heard all the types of “Causes of Death” of dreams. For some it’s financial. They didn’t have the resources to make their dreams happen. For others it’s busyness. A lot of people are imprisoned by the minutiae of their daily tasks that it drowns the dreams they want. For others, it’s fear. Fear of failure or fear of the unknown.

But my personal experience has shown me the real murderer of dreams. This fucker is the foulest of creatures who won’t just stop your dreams from happening. This fucker is the bloody serial killer of dreams. It’s name is people pleasing.

Hi I’m Francis Miranda. I’m a recovering people pleaser. I guess it’s important to get that shit out in the open because I want you to know that this book

you're reading was written by someone who has undergone the crap mistakes people pleasing has. I want to share this experience with you because I don't want you to undergo the bad stuff that has happened to me.

Just like Maria in the Sound of Music (Yes, I'm that bloody old) let's start at the very beginning. No bloody "A-B-C's" or "Do-Re-Mis" here. I'm going to share with you the very first brush with people pleasing that I can recall.

It started when I was a kid. How young? Many many decades ago and let's leave it at that. I was nursery (Yes, I might not remember your birthday unless Facebook reminds me, but I remember traumatic events like these). I had the distinct honor of being asked by my teacher to recite the epic saga of an arachnid who was inundated by global climate change. The name of the saga: "Itsy Bitsy Spider."

I must say, that even as a child I think I was the fool hardy brave guy, or so I thought. I accepted the task and set about memorizing Itsy

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Bitsy Fucking Spider. Complete with hand gestures mind you, because I'm competitive that way. Then that fateful day happened. I imagined that I was going to recite the poem in front of my class of ten people. I discovered to my young horror, that I was going to recite the poem in front of the entire pre-school. And to make things worse, my mother and all the parents were there! Now our pre-school is by no means big but to my young mind, it might have well been Times Square on New Years Eve. I remember my teacher saying: "Don't be nervous. You're next." At that moment my mind raced. "Will I screw up? What if I make a mistake? What if they don't like it. What if my hand gestures are not liked?" The fear hit me like an arachnophobic being shown a nest of a thousand baby tarantulas. I quietly slipped out and hid. When my name was called, crickets filled the auditorium.

What happened next, you could imagine. My teacher, embarrassed wanted to chop my body up into itsy-bitsy pieces. Yes, my first brush with the fear of people pleasing.

Was I not ready? Of course I was. What fucked me

over? The fear of looking like a fool in front of others. But that's really it right? Whenever we put ourselves out there and do something worthwhile, there will always be the risk that we'll fall flat on our faces and make a fool out of ourselves.

Want me to share you a secret? In my many years of coaching and mentoring people, I've discovered something about the fears of people. **People don't leap towards their dreams not because of the fear of the unknown, but because of the fear of other people's judgement and opinions.** It's so tragic! I've seen this countless of times. Dreams, dead before they even get a chance to soar, simply because of the potential threat of a criticism.

We've all been tamed by the judgements and opinions of other people that we've become sheep. We just follow the herd. We aren't able to think for ourselves. But is this the life you truly, deeply want down to the pits of your soul? I've a sinking feeling that you don't want to be sheep. And guess what, you're not! You're a fucking wolf! Although maybe right now you're a wolf dressed in sheep's clothing. And for whatever reason, trying to fit in with the sheep. I'm here to tell you, get rid of that

INTRODUCTION

sheep's clothing. The other sheep might hate you if you bring out your inner wolf, but baby, isn't that the point? Repeat after me: "I'm a fucking wolf!"

So the question is, are you a wolf hiding in sheep's clothing because of the thoughts of others? At this point, I want you to do a little bit of reflection. And let's be honest because we can bullshit other people but if we bullshit ourselves, well that's just...sad. In your life, was there a dream that you haven't done because you were afraid of what other people would say? If so, I want you to look at the morgue of your dead dreams and pick five dead dreams and list it down here:

- 1.
- 2.
- 3.
- 4.
- 5.

Were these dreams perfectly doable for you? Are you regretting the fact that you haven't done these yet? Did you hate yourself because you weren't brave enough to do this dream? Did you wish

to murder your dream killer? If so, take those feelings and use them to propel you to change your life!

And it starts with you reading this book. You see people pleasing is like a bloody disease. And like any disease there are symptoms, a reason, a diagnosis and of course a therapy. At the end of the journey I hope that you would've taken the first step in kicking people pleasing in the ass.

However, if you're expecting a warm fuzzy book filled with rainbow love bombs, then put this down immediately. This ain't that kind of book. I won't tell you that acknowledging your self worth is all you need to conquer people pleasing. No fucking way. That's just part of it. You've got to get off your ass and actually do something about it. People pleasing isn't something that can be cured just by feeling good. Nope. Sometimes it's painful. I'm not here to gently escort you out of your comfort zone. I'm here to kick and shove you out of it. What we'll need is some honesty and some hard work. There's no warm platitudes here. Just the stories and the advice of a friend who wants you desperately to

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succeed.

Are you ready? Grab that cup of coffee. Get your notebooks ready and most importantly get your honesty ready because this could hurt. But trust me, after the journey, you'll feel so damn better!

Unleash the wolf, baby!

PART 2

THE SYMPTOMS

CHAPTER 1

SYMPTOMS OF POTENTIAL DISASTER

I've never considered myself a saintly person. In fact, there are a lot of times I consider myself a jerk. A jerk who tries to be good, but sometimes still a jerk. But for some weird, bizarre way the universe sends me people to confide on their problems. Maybe my missed vocation was that of a priest because people bloody make me a confessional. But I like that because that means even if I have jerk-tendencies, I still can help other people. So name the problem I've heard it all. Addictions. Yup every type. There's drugs, porn, sex, alcohol, food, gambling and chinito boys.

One day, a very good friend of mine confided to everyone that he also had an addiction. It was approval addiction. At first, my judgmental thought was "Wow, what a first world problem!" Hey, I warned you that I can be a jerk sometimes! I further thought about it and I compared the approval addiction with the other addictions and

SYMPTOMS OF POTENTIAL DISASTER

I realized that in my not so humble opinion, it wasn't a serious addiction. And you know how the universe gets back at self-righteous pricks like myself? It makes us guilty of the very failings we've judged rashly. I realized that I became an approval addict myself. And when I did, I discovered how crippling this addiction is.

Now just like any addiction, people pleasing starts so innocently. I want you to go through them and see if you see these symptoms in yourself. Without further ado, here are the symptoms of approval addiction.

CHAPTER 2

SYMPTOM 1 : YOU FEEL GUILT AT AMBITIOUS DREAMS

Remember when we were kids and we dreamt about what we wanted to be? Some of us wanted to become firemen. Maybe there were others who wanted to be doctors, teachers, ninjas or engineers. Me? I had two simple dreams. To be like Veronica (of Archie comics) Lodge's father and own Miranda enterprises. Miranda enterprises would have a Miranda mansion in every bloody country. Yes, I was an ambitious kid. And in those mansions, ONE VOLTRON LION EACH! The second dream? Why to be a fucking Jedi of course and slice my foes with my lightsaber. Now since, I didn't have an affinity to the Force, we can safely assume that my Jedi dreams are as dead as Darth Vader. But I still wanted to be a successful businessman.

Of course I grew up and the dream of having a Miranda Mansion in every country died a slow but practical death. I mean what on earth would I do

with a Miranda Mansion in North Korea or Sierra Leone? By then I had a more mature dream. To be a famous inspirational speaker and change the world.

One day I was having coffee with one of my business idols, Jpaul Hernandez. Now this guy Jpaul is as unapologetic as one can get. He can rub off people the wrong way because he's so opinionated but I guess maybe that's the reason why I like hanging out with him. So in between copious cups of caffeine, he asks me a question: "What would your ambition look like if it were times ten the size it were right now?"

Honestly I got floored by that question and I told him that I was cautious to answer that question because I was so nervous that if I shared what I really thought I would get judged. But he prodded me on and so I shared it: "The times ten of my dream is this. Locally to be a bigger speaker than Bo Sanchez and internationally to be the next Tony Robbins." Yes, Tony Robbins! This dude had a fucking island and a his own private jet!

JPaul asked me, why were you ashamed to share

that dream with me? I said, well when I was building up my career, I shared with people what my ambitions were and suddenly I heard murmuring on the grapevine that I was ambisyoso (ambitious) or feelingero (pretentious). Because of that I felt that I should maybe temper down my ambition because I didn't want to be judged by people as being ambisyoso.

This is the first symptom that could show that you have a case of people pleasing. When you start to water down your dreams because you're afraid that people will murmur things about you.

But JPaul told me: **“Do you hear yourself? Ask yourself, If Bo Sanchez or Tony Robbins hears that dream of yours, what do you think they will say?”** I said, **“Go for it!”** Jpaul replied: **“That's true! Big dreams are meant to change and bless the world. You cheat the world, when you deprive it of your big ambition. And most importantly, you cheat yourself when you become afraid to dream big! So dream big!”**

This is the first symptom of people pleasing. When

you start to doubt your dreams or scale them down to fit the preconceived notion of others. Have you experienced this in your life?

You better believe that your dreams are worth fighting for. We dream because we have a purpose bigger than ourselves. And here's a secret, the naysayers of your dreams don't want you to make your dreams happen because they're chicken shit scared of their own big dreams. And since they can't make their dreams happen, they'd rather sabotage yours. So when you hear the gossip mill churning and the tsismosos (gossip mongers) tongues' wagging, rejoice. It means you're on the right track. Go back to the why of your big dream and use that sound to down out the gossip.

People gossiping about you? Remember, the trees with the most fruit are the ones that people hurl stones at.

Sheep Question: *Do I have a big audacious fucking dream that I watered down because I was afraid of the judgement of others?*

Wolf Action: Look for a sheet of paper and write down in ALL BLOODY CAPS what this big audacious fucking dream is and write down: I DON'T CARE WHAT OTHERS THINK! I'LL DO IT!

CHAPTER 3

SYMPTOM 2: SECOND GUESSING YOURSELF

Have you ever experienced analysis paralysis? I've worked in advertising and one of the most frustrating things that made me want to pull out my hair and murder someone in the past was when my clients would ask the everyone for their opinion. Now you'd think with all the collective wisdom and advice they'd receive they'd act. Nope. You're dead wrong. More opinions simply means less decisions. And that, ladies and gentlemen, is what analysis paralysis means.

One of people pleasing's most noticeable symptoms is second guessing yourself. It's when you can't make any decision because you're too worried that someone will get offended or you'll make a mistake.

I love flying. In fact one of my frustrated desires is to be a pilot. I have a friend named Josh from New York. One day, during a particularly hot summer,

we were chilling in a coffee shop in Manhattan when I asked him about the pressure of being in charge of the fates of hundreds of lives. He told me that it's certainly not easy. A pilot has to make a thousand decisions and these decisions make the difference between us arriving or meeting a grisly end at the bottom of the sea. A pilot needs to make these decisions and yes, some decisions such as a quick descent in altitude would freak out passengers like you and me. Would you want to fly a plane where the pilot is wondering about what the old lady in seat 15B thinks about the delicate maneuver he's about to execute? He doesn't second guess himself. He just decides.

Why? Because he knows one important truth. **Others will trust you when you learn to trust yourself. And even if they don't. Fuck it. Trust yourself.** We think that our belief in ourself comes from other people. Nope. That's grade-A horse manure. Our belief comes from within. People just subconsciously perceive it and react accordingly. Josh added that he needs to believe in himself because he knows that everything in his life, his studies, every flight he has ever taken has prepared

him for each day he is called to make a decision. Josh ended with these words of wisdom: “Francis, a pilot can’t second guess himself because that second guessing is a gamble on everyone’s life. When I sit in that chair, I tell myself I know my shit and I’m ready.”

Friends, do you find yourself in these situations when you can’t decide because you’re afraid that your decision can potentially offend other people? Here’s the truth: **Whatever you do will always offend someone.** Yup. Even the biggest of saints undoubtedly did something that irritated everyone. Any decision will have its fans and will have its haters. Haters are gonna hate, so guess what? Tune out those voices and just decide. Speak, better yet, shout your opinion. **Your opinion matters. You have a voice. Your decisions matter.** Don’t be a chicken shit and do nothing. We’ve got to decide because the biggest disasters in our lives happen when don’t decide at all.

Remember that everything you’ve done in your life to that day makes you ready to decide.

Sheep Question: *Am I indecisive because I really am confused or simply because I'm afraid that my decision will offend someone. If it's the former, maybe I can research some more and make my decision when I have the information. If it's the latter, maybe I need to trust in myself more.*

Wolf Action: *Think about a decision you've been delaying because of fear. Write it down. Commit yourself to make that decision and tell yourself that regardless of what people will say, you will stick to that well thought of decision.*

CHAPTER 4

SYMPTOM 3: PERSONAL BURNOUT

One of the things I love is a good breakfast, and one of the best breakfasts for me is a fresh stack of pancakes. Just imagining the maple syrup flowing down the stack of steaming pancakes makes my #eatclean self cry right now. Then of course there's the ball of butter. That rich delicious demon spawn of a food that will make your tongue tingle with delight but clog up your arteries later. Pancakes are nothing without the balls of butter at the side.

One day, I was in Busan, South Korea and I was craving for pancakes. I saw a perfect Instagrammable restaurant and plopped my sleepy ass on the chair. I ordered their pancakes and I got a nice decent stack, but what bothered me was the pea sized ball of butter. I tried spreading that minuscule ball and I only successfully covered half of one pancake before all the artery clogging goodness disappeared. There was essentially too little butter to go around.

Sometimes there's too much life and not enough of our personal butter that goes around. Yet, so many of us are living this way - spread out too thin. This is the third most prevalent symptom of people pleasing: burn out.

This happens in the subtlest of ways. It's seeing your calendar filled up months in advance. It's feeling guilt for that moment of relaxation you "indulged" in. It's cancelling a rest moment because of an obligation. It's filling up your schedule with a million and one commitments that are enough to drive you insane.

I have an amazing friend named Marj. She's a very successful leader in one of the country's biggest BPO companies. On top of this, she is one of the leaders in church as well as a devoted daughter to her family. At her young age, she was able to purchase a house and a car for her family. She's able to travel a lot. She's living the life!

But I remember a time before this when she was under a mountain of stress. During one of our regular coffee meet ups she was telling me how

she felt so exhausted because she feels she doesn't have time for herself.

When I asked her about her schedule, I discovered that every inch of it was filled with so many commitments. There were work commitments that filled her entire day until evening and then church commitments that lasted until late night or early morning. Weekends were filled as well with family commitments and church commitments. The first question I asked her was if she has conscious moments carved out for herself. She said that she does, but the moment someone asks for that time, she will generously give up that slot that's meant for her personal rest. I asked her a follow up question: "Have you ever said no to any commitment?" She said it's difficult for her to say no to anyone whether it's work, church or family related. I then asked her the million dollar question: why?

The question I asked her is a question that we need to all ask ourselves. So, I want you to ask yourself right now: Why do you say yes to every commitment that's being asked of you?

When we dig deep, we'll discover that most of the time, we say yes because we don't want other people to think bad of us. We don't want our office mates to think we're not committed, so we do overtime and skip out on an important anniversary. We don't want someone to think we're selfish so we say yes to a commitment even if our body is screaming for us to rest. We don't want to appear lazy so we go to work even if we're one step away from the ICU. We feel shitty when we say no and worst, we are guilt wracked into saying yes.

Despite different motivations, the truth is quite simple: **We say yes even when we should say no because we don't want to appear like a selfish jerk.**

The most toxic way this people pleasing tendency manifests is that **we say no to ourselves and we exaggerate the yes we give to others.** Marj, being the generous soul that she is, said no to her need for rest or alone time. And being a natural leader that she is, she gave herself totally - mind, body and soul - to the commitment she gave. Now by no means do I advocate that we all become selfish pricks and

just care about ourselves. In fact, one of the most powerful messages that I share with people is the power of saying yes. However it's important for us to note **that virtue is always in the middle of two extremes**. Saying yes too much is just as bad as saying no too much. It's up to us to figure out the balance. Just as we have to say yes at certain times, we need to muster the guts to actually say no when our own needs demand it. **Saying yes to ourselves sometimes means we need to say no to others.**

Being seen as nice is so ingrained into the psyche of so many of us. We want to be warm fucking cuddly care bears available to everyone and anyone at all times. But here's a truth: you're not a fucking care bear. You're a human being and you do have your personal needs. Don't be a bloody martyr for other people. Know how to listen to your body, mind and soul and give it the attention it occasionally requires. It doesn't make you selfish. It doesn't make you a jerk. It means that you listen to your own voice just as much as you listen to others.

Back to Marj, she has made a decision to listen to

her voice. If her inner voice told her to rest, she rested. At first it was a struggle for Marj to say no, but she started to do it with some minor commitments that she felt she could either delegate or do without. We started with simple decisions for her to listen to herself and carve out important untouchable sections of her day for rest and alone time. These scheduled appointments with herself were inviolable and under no circumstance was she to fill this up at the first sign of a request. This meant that she had to relinquish certain responsibilities in work, certain assignments in church and limit her time with certain relationships. Her priority was clear. Find rest and spend time with her family. Hence, her entire schedule was restructured around that. Marj shared with me “The first no I said broke my heart, but I discovered that it became easier for me to say yes to myself after that first no. Like most things in life, the first time is the hardest, but it gets easier.”

Did she have negative comments about some of her decisions? Yup. But she was surprised to discover that it wasn't as bad as she thought it would be.

Most of the people who knew her supported her decisions. But regardless, the most important thing is that she started to listen to her voice and find peace. Now Marj, lives a more deliberate life. She goes on vacation, sleeps all day if she needs to, spends lazy weekends with her family and the most important part? She doesn't feel shitty about it when she does.

If you discover that you have this symptom, the easiest way you can fix it is to open your phone (or your planner if you're old fashioned) and map out personal times. These are untouchable blocks of time that you will give yourself for your reward and relaxation. That's your first baby step. But that springs from you deciding that you da man or you da woman! **You are worth giving your time to yourself.** In a world where commitments demand so much from us, let's remind ourselves that **our commitment to ourselves is equally important to our commitment to others.** Why? For the judgmental, it's easy to think that this thought is selfish, but truly it's not. It's actually both generous and practical. Because when we honor our commitment to ourselves, we are able to better honor our commitments to others. You want to help

others better? Bloody help yourself first. Because the truth is, you can't help other people if you're dead - and if you continue to burn out because of your fear of offending other people, that's exactly where you'll end up.

It's no fun in the funeraria.

Sheep Question: *Do I accept commitments because I genuinely want to help other people or because I want to look good or I don't want to seem like a jerk to others? When you get to the center of your motivations, you will know what commitments to accept or reject.*

Wolf Action: *Practice saying "No" to a request for a commitment. How do you do this? Get your phone right now and schedule at least one hour every day JUST FOR YOURSELF. Make sure these are schedules you can keep and respect. If someone asks for that time politely say no. Look for a different schedule but don't surrender the schedule.*

CHAPTER 5

SYMPTOM 4 : APOLOGIZING FOR EVERYTHING

Saying I'm sorry is good. Heck, I'm the first one to apologize if I screwed up big time. I do believe that the world would be better if we're not all proud pricks and learn a little bit of humility. But one of the most irritating things about people pleasing for me is the endless apologies. You might have heard variations of this.

“Sorry, but may I please share my opinion?”

“Sorry to be ambitious, but I think this is what we should do.”

“Sorry but can you please remove your bag from the chair?”

“Sorry, just passing through.”

Even more irritating for me is when we use sorry like some sort of preamble to humblebrag

about our work. I used to be guilty about this. It goes something like this: “Sorry, this is the best that I can do.” Why is it a “cover your ass humblebrag?” Because if the work is good people will say: “Hey are you fucking nuts? It’s good.” Mission accomplished and you’ve got your pat in your back. And if the work is lousy? Well you’ve covered your ass by saying sorry for it.

Why is apologizing for everything a sign of People Pleasing? Simply put, it’s because we are so afraid of disappointing or displeasing other people with what we do, what we say or who we are, that we diffuse the situation by apologizing. It’s a form of a deep seated inferiority complex that we use to tell ourselves: “I’m an inconvenience, and because I’m an inconvenience, I’m saying sorry for it.”

One of the ways we also do this is when we want to assert something, we first feel the need to apologize. Let me give you an example.

I was in a coffee shop in New York and I remember plopping my bag on a chair because I didn’t want to put my bag on the floor. A woman approached

me and told me point blank: “Can you please remove your bag from the chair? I need to use it.” My first thought was: “What a bitch!” Why? Because I wasn’t used to such directness. Then it dawned on me that in New York, everyone is just simply direct. They tell you what they want to tell you. And when I dissected what she said, there wasn’t anything wrong about it. It’s true. A chair is meant for a human to sit on. She’s a human. She wanted to sit on it. My bag was in the way. She told me to get rid of my bag. I thought to myself, how would I do it? I’d probably say: “Sorry, but may I trouble you to please remove your bag from the chair as I want to use it.” Even worse, I might be to ashamed to even ask her to move her bag even though I needed to sit. I’d just be the fucking martyr saint of standing in a coffee shop because I simply didn’t feel that I wasn’t worth having a chair. But when I dug even deeper, it dawned on me: WHAT?!?! Do I really believe that a fucking bag deserves a seat more than me? Wow, that was such a mind blowing moment for me. But I want to ask you guys, do you react this way? Do you see this apologetic tendency in your life?

When I was heading an advertising agency in Kuala Lumpur, Malaysia, one of the first account management hires I had was this beautiful woman named Prem Jit or PJ. Honestly, she could run for a beauty pageant. As a new account manager, I loved her confidence. But I noticed a quirk she had. Whenever we would meet up with clients she would apologize to them especially when she would share her opinion. She'd preface her statements with: "Sorry, but I disagree", "Sorry, but I think otherwise" or "Francis, sorry but can I have a minute of your time?" As her mentor, I asked her why she said sorry a lot. She said that she was scared to give her opinion because she was a young account executive with a huge possibility of making a mistake. So she was apologizing ahead. I told her that even I could make mistakes, but I reminded her that I hired her because I believed in her. And if I could believe in her, maybe she should, too!

PJ does something that a lot of us do. We fake apologize. **A fake apology tells the world that we believe we are an inconvenience.** That we are someone whose opinions should only be tolerated

and not accepted, whose presence is an annoyance that should be removed. Hence, we say sorry even if we don't mean it or even worse, because we're afraid that we could POSSIBLY offend someone else, so we anticipate the offense even if we don't actually do it.

Remember, a fake apology is like a fake luxury watch. It feels and looks like a Rolex but when you read closely it actually says Lorex. And at the end of the day it's cheap.

If you're guilty of fake apologies, I want you to be convinced of this fact: **You are meant to be celebrated, not just tolerated.** In my many years of dealing with people I've learnt that **everyone contributes useful shit to the world.** No exceptions. Everyone. You. Me. The fresh graduate employee sitting at the cubicle. The janitor who sweeps the floor. The housewife who takes care of her kids. The beautician in the beauty parlor. One of the things I've decided early on when I started this career of being a public speaker is that I want to deliberately learn something from everyone I encounter. And you

know what? No one has fucking let me down. Everyone I have ever encountered shared with me a valuable lesson whether it's the head of the Philippine Medical Association in Boston or that ex-stockbroker now coffee shop owner in Medellin Colombia. You learn something from their stories. In fact I've heard so much stories that every day I post about them in my Facebook page which you can visit at www.facebook.com/mirandism. And if you want to be featured there shoot me an email at francis@unapologeticdude.com and share with me your unapologetic story. We unapologetic folk have got to stick together and kick the world's ass!

See?!?! Your contribution matters. Everyone has a contribution. I have a contribution. You have a contribution. If you're reading this and you doubt it, go in front of the mirror and slap yourself. You need to wake up and think about everything you've contributed to the world. You should never apologize for your contribution. In fact, unapologetic is all about this. Again, it's all about you realizing your worth to be celebrated and not tolerated. So please, do yourself a favor, and celebrate who you are! If you've forgotten it, let's digest it at the end of this chapter.

What happened to PJ? She grew to become a kick ass accounts head. After we parted ways when I returned to Manila, she became a senior account management leader in Kuala Lumpur and now is making waves in Australia as an accounts person. And it all started with her realizing that she owes no one an apology for her opinion. She matters. The question, do you believe that you matter?

Sheep Question: Notice your habitual conversations and look for those moments when you false apologize. Why do you think you apologize? What are the reasons? Practice by not apologizing when you don't need to.

Wolf Action: Crack open your notebooks and write down 5 contributions you've made to the world. It could be something simple or something extravagant. Doesn't matter the size of the contribution. But write it down and reflect on how you're worth something.

ABOUT THE AUTHOR



FRANCIS MIRANDA

Francis Miranda is the Unapologetic Dude. He is an irreverently inspirational speaker based in New York and Manila. Humorous, Thought provoking. Energetic. He is a comedic speaker that pulls no punches.

For almost 2 decades, Francis Miranda has worked in advertising with a career that included stints in Barcelona, Kuala Lumpur and Manila. A creative at heart, he started as a copywriter and worked his way up to Chief Operating Officer in local and international advertising agencies.

These 17 years spent in the corporate world helped

him understand human nature and inspired him to pursue a career in inspirational speaking. At 40 he decided to retire from a lucrative and fulfilling advertising career and undergo a new adventure as an inspirational speaker. He has since then been invited to give talks to a variety of companies and has spoken in conferences like the Kerygma Conference. His talks and workshops are known for their fun, irreverent yet practical and life changing style. This has earned him the affectionate nickname as the Unapologetic Dude. Francis has spoken for audiences in the Philippines, the United States, the United Kingdom and Malaysia.

Francis realized that most people are hostages to the opinions and thoughts of other people. This is what pushed him to create Unapologetic, a platform that intends to empower people through talks, workshops and content that will free them from the pressures associated with pleasing other people.

Francis is also a long time business partner in 360 Fitness Club and the Designtrepreneur Academy. His experience as an entrepreneur has helped him also create powerful entrepreneurial workshops for startups as well as for the Globe myBusiness Academy. Francis is also an improv theater practitioner and uses the skills from improv to add fun to his engagements.

When he is not busy with talks and speaking engagements Francis is an avid traveler. His goal is to see the world while sharing his message.



Connect with the Unapologetic Dude

Want to listen to more unapologetic stories to inspire you to greatness?
Want a dose of everyday assertiveness that can transform your life?
Have a story about conquering people pleasing that you want to share?
Interested in hiring Francis?

Connect with the Unapologetic Dude in the following channels:

Email: francis@unapologeticdude.com

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Website: www.unapologeticdude.com

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Get in touch with Francis Miranda and his Unapologetic team for your inspirational needs.

Visit www.unapologeticdude.com to see all of our services or email info@unapologeticdude.com for inquiries in New York and Manila.

We are excited to help inspire you and your company through our variety of irreverent, thought provoking, objective and fun services.