

DISCOVER YOUR PERSONAL AUTHENTIC LEADERSHIP POTENTIAL

BAS KODDEN

THE DEVIL INSIDE

Nominated
for Dutch
Management
Book of the
Year 2021!



STOP SABOTAGING YOURSELF AND YOUR COMPANY

The Devil Inside

Are you sabotaging yourself?

“Not many of us consciously choose what we do and what we believe in. Our actions and assumptions are often based upon subconscious generalizations formed in our past. And, unfortunately, most of us are focused strongly upon and extremely sensitive to those past experiences and create negative thoughts about what they mean for our current relationships, the state we find ourselves in and our perspective on the opportunities that present themselves.

Regardless of how many good things happen to us, we pay far more attention to our unhappiness and vices and so feed our painful narrative with even more energy. We humans are uniquely equipped to support our views with specific experiences. The more painful events we can recall, the more we believe that our negative view is the real truth. It is our own way of looking at things that limit us from allowing our full potential into our lives. Our limited belief in ourselves determines what and how much action we take, and so reinforces this process. It becomes a self-fulfilling prophecy, where we ourselves become our worst enemy.

If you keep telling the same story, it becomes the truth by default. But if you dare to change your story, it can change your life.”

– Hugh Grant (British actor)

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AND YOUR COMPANY**

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ABOUT THE AUTHOR

Bas is Professor of Leadership & Management Development, Director of the Executive MBA and Full Time MBA program at Nyenrode Business Universiteit. His research and teaching focus of leadership, entrepreneurship and personal development. Find more info: <https://www.nyenrode.nl/en/faculty-and-research/people/p/bas-kodden>

As a leadership coach, Bas Kodden helps top businesspeople to perform better. Former Olympic and world champions, elite sports coaches and CEOs have all benefited from his vision on leadership. A vision based upon twelve-and-a-half years' experience as an entrepreneur and numerous academic studies, presented in several best-selling books and other publications and recommended by some of the world's greatest coaches and management thinkers, including Marshall Goldsmith.

Website: BasKodden.nl & SebastiaanKodden.com

E-mail: bas@kodden.net & b.kodden@nyenrode.nl

Tel.: +31 30 261 1061 & +31 31 346 291 246

M: + 31 653447358



/BasKodden & /SebastiaanKodden



@BasKodden & @SebastiaanKodden



@BasKodden

In loving memory of my friend Richard te Wierik,
with whom I attended the legendary INXS concert in
Maastricht on 4 July 1991, who died with his girlfriend
Marieke Gerritsen in a tragic road accident in
Chuspipata, Bolivia, at a far too young age in 1999.

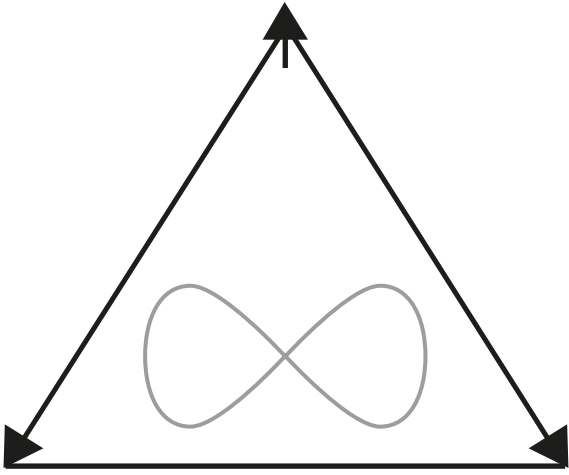
*'In the mist
Of my endless search
The best in life
Becomes clear.'*

"Every single one of us [has] the devil inside."

INXS

“Happy are they that hear their detractions and
can put them to mending.”

William Shakespeare



CONTENTS

Foreword	15
Introduction	17

PART I MYSTIFY

Chapter 1	Authentic leadership	25
	You are what you do	25
	Nothing is what it seems	28
	The devil inside us	31
Chapter 2	Self-leadership	33
	The dividing line between success and tragedy	33
	The seven deadly sins	36
	From deadly sins to triggers	37
	What are your deadly sins?	45
Chapter 3	Introspection as the ultimate driving force	49
	Take your time	49
	The meaning of life	52
	What drives you?	54

PART II INSIDE YOURSELF

Chapter 4	Know thyself	59
	What is true?	59
	Answers within	62
	Introspection as a daily activity	64

Chapter 5	Emotional intelligence	69
	Core components	69
	You are who you are. Or are you?	70
	Growth model	71

Chapter 6	Your inner compass	81
	Magnetic deviation	81
	Thinking differently	83
	From deadly sins to life values	85
	Find meaning	87

PART III INSIDE THE ORGANIZATION

Chapter 7	Triggers	95
	Actions and reactions	95
	Fear, egotism and empathy	97
	Control your brain	101

Chapter 8	Listening is good, observing is better	105
	Observing yourself	105
	Observing other	106
	Stop helping	109

Chapter 9	The false T-junction	113
	Inside yourself	113
	When leading others	115

PART IV SYMPATHY FOR THE DEVIL

Chapter 10	Free will – the reality and the illusion	125
	Philosophy as a way of life	125
	Choose the toughest path	127

Chapter 11	Stop your personal saboteurs	131
	Discover your personality type	131
	Adjust your self-image	159
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PART V	PURPOSE-DRIVEN LEADERSHIP	
Chapter 12	Making a real difference	167
	Everything revolves around leadership	167
	A purpose improves performance	169
	Critical factors for a good purpose	171
	The purpose as a driving force	172
Chapter 13	Stop the nonsense	175
	Stop sabotaging yourself	175
	Control your emotions	179
	Remove the devil	181
<hr/>		
Afterword		183
<i>Appendix I</i>	Personal leadership exercises	187
<i>Appendix II</i>	Concepts and definitions	195
References		199
Literature		206
Index		214
Acknowledgements		217