

# Insights from Ego is the Enemy by Ryan Holiday

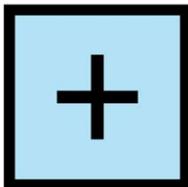
## What is Ego?

***“It’s that petulant child inside every person, the one that chooses getting his or her way over anything or anyone else. The need to be better than, more than, recognized for, far past any reasonable utility—that’s ego. It’s the sense of superiority and certainty that exceeds the bounds of confidence and talent.” – Ryan Holiday***

## The 3 Stages of Life Where Ego is the Enemy

Aspiring	Succeeding	Failing
<p><b>“Those who know do not speak. Those who speak do not know.” - Lao Tzu</b></p> <p>Ego is the enemy because it prefers talking over doing.</p> <p>“It’s a temptation that exists for everyone—for talk and hype to replace action.</p> <p>Our inbox, our iPhones, the comments section on the bottom of the article you just read. Blank spaces, begging to be filled in with thoughts, with photos, with stories. With what we’re going to do, with what things should or could be like, what we hope will happen.” — Ryan Holiday</p>	<p><b>“As success arrives, like it does for a team that has just won a championship, ego begins to toy with our minds and weaken the will that made us win in the first place.” – Ryan Holiday</b></p> <p>Ego is the enemy because it convinces us of our ‘greatness’ and erodes our will to work for continued success.</p> <p>“We stop learning, we stop listening, and we lose our grasp on what matters. We become victims of ourselves and the competition. Sobriety, open-mindedness, organization, and purpose—these are the great stabilizers. They balance out the ego and pride that comes with achievement and recognition.” – Ryan Holiday</p>	<p><b>“If success is ego intoxication, then failure can be a devastating ego blow—turning slips into falls and little troubles into great unravelings. We have many names for these problems: Sabotage. Unfairness. Adversity. Trials. Tragedy.” – Ryan Holiday</b></p> <p>Ego is the enemy because it avoids responsibility and casts blame when experiencing failure. Ego erodes relationships and erases progress by trying to save face.</p> <p>“The way through, the way to rise again, requires a reorientation and increased self-awareness. We don’t need pity—our own or anyone else’s—we need purpose, poise, and patience.” – Ryan Holiday</p>

## How to Prevent Ego from Ruining Your Life

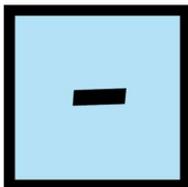


### FIND A PLUS: Who is better than me?

When you achieve noteworthy success, you need a dose of humility:

- Find people who have achieved greater success.
- Remind yourself of the ultimate goal in life: your greater purpose.
- Reflect on the immensity of the world around you (remember how small you are).

There is always someone better than you in some way. Never forget that, and never stop learning.



### FIND A MINUS: Who can I teach?

When you encounter failure, the ego wants to have a pity party and seek revenge, both of which slow your progress. Instead, identify how you can use the failure to teach others:

- Capture the lesson in a book or journal that you’ll share with your kids one day.
- Conduct a ‘lessons learned’ team meeting, and share three things you could have done differently.
- Write a blog post of your failure and share it on social media or online forum.

When you force yourself to teach others about your failure, you’re forced to adopt an objective view of failure.



### FIND AN EQUAL: Who do I want to be like?

When you aspire to do great things, you need to avoid being caught up in what everyone else does. Only be concerned with what a few people you respect and aspire to be like think.

- Find someone who challenges and inspires you.
- Spend your time around people with similar goals (your inner circle; your mastermind).
- Pay attention to the criticism within your circle, but ignore the criticism from outside of your circle.

The ego prefers to talk about what it’s going to do, rather than actually do it. The pressure to keep up with people in your circle forces you to talk less and do more. Develop a strong peer group that keeps you accountable.