



Inner Bully Archetypes

The Good Boy – “I have to be good so everyone will like me. Oh my wife doesn’t like that I drive a motorcycle, maybe I should sell it! It only really matters what she likes... I want to make sure I don’t do anything to upset them.” “I want to please everyone, because not being nice is too scary.” The really ‘nice’ guy Bully voice that needs to please everyone.

Victim Vinny – “I’ve got it so bad and I just can’t get it all done, I don’t have anybody that believes in me, supports me. It’s those people’s fault that I can’t get ahead.” “My past, my traumas, my history, is worse than anyone else’s.” “You don’t understand-I just can’t do it. It is too hard.” The *POOR* me Bully voice.

Captain Comparison – My least favorite superhero! “Look up in the sky, its some else’s beautiful home with a great view... that makes me feel “crappy” about my house, which does not have a million-dollar view... or, you know Bob on LinkedIn he has 3x as many connections as me.” “Or, look at me and my stuff-I am better than you.” The keeping-up-with-the-Jones’ Bully voice.

Mr. Perfect – “I’ve got to get it just right, just perfect all the time. I don’t want people to see that I don’t have it ALL together and doing things perfectly.” “Because I am perfect, everything will turn out ok, it will be easy, and you don’t have to worry about it—it is handled.” The Bully voice of being ‘Perfect’ and not making any mistakes.

Weird Dude – “If they really knew what I was up to, they’ll think I’m totally weird/crazy, and went off the deep-end. Dudes like me don’t do that – you’re whacked! I wonder if all the other people are going to think I’m stupid and crazy – are they judging me?” This is the keep-it-normal and acceptable Bully.

The Guru – “I don’t have to deal with this, I am beyond these earthly trivialities. Being conscious and spiritual is all that matters and money takes you away from the true essence of who you are. Don’t worry about it, spirit will handle it.” This is the voice of the spiritual by-passers.

Play it Safe Sam – “Don’t try anything new, you might fail! You can’t fail, so you better not try” “Or, don’t play all out-it is too dangerous and unpredictable. Plan everything, work out all of the details, know all of the outcomes, before starting anything.” This is the risk manager Bully.

Atlas Man – “I am responsible for everything, it is up to me, and no-one else in the whole world can do it. I am the one who HAS to carry it.” Or, “I am so weighed down by my responsibility I cannot move, I’m smothered by it.” “Or, look at me, see how much I can carry? I am just amazing.” This is the man carrying the weight of the world on his shoulders.

Beyoure – “It’s way too hard. It will never work out. I/we don’t have the capacity, skills, plan, energy, etc. to pull it off. Life sucks.” Does the phrase “We’re DOOMED” ring any bells? The world and the economy is in the tank, everything is sucking so if you start a business now you will lose your house and be on the street... were doomed!” The glass-half-empty Bully voice.

The Lone Wolf – “I’ve got to do this alone; I can’t count on anyone else but me. I’ve got to make it happen by myself... I’m good on my own, it’s best for me.” “If I don’t do it (alone) it simply won’t get done. No one else really gets it, so it is up to me, alone, to do it.” The do-it-alone Bully.

Arrogant Al – “ I know and you don’t. I have the answers. I am the ‘source’. I should be teaching the class. I don’t need a teacher. Some teachers (me) don’t actually need teachers. Fuck you, what do you know?” This is the non-teachable, non-coachable bully that just knows it all.

The Flying Boy – “I don’t want to take responsibility here. I’m not taking this on, this is your problem, you’ll get over it. I don’t want to commit to anything really. I don’t want to grow up.” The permanent adolescent or teenager Bully voice.

The Accountant – “I’m keeping score. It’s all about the bottom line. I’ve got to do everything on my checklist. Get everything done, without any mistakes. I must keep the money flowing in at all costs. My net-worth tied to his self-worth.” The Bully voice that needs to keep track and keep score on everything especially money.

Drill Sargent – “Get up and get it done! Let’s go, let’s go. There’s no room for weakness. Be strong. Feelings are for sissy’s! This is the internal driver, self-hatred Bully voice.

Put Down Pete – “You are incompetent, incapable, you can’t do this, you don’t have the experience for this. What were you thinking, you can’t do this. You suck!” This is the self-shaming Bully voice.

Session 3 Exercise

Your Top 3 Inner Bullies & Their Impact on Your Life

Inner Bully	Impact on My Life
1. _____	_____ _____
2. _____	_____ _____
3. _____	_____ _____

Interview TWO People who Know You Well

1. Share with them your top 3 Inner Bullies and describe the Bullies to each person.
2. Then ask this question: “**How do you notice these showing up and playing out in my day to day life... in my actions and behaviors, and the resulting impact(s) on you or others?**”

The 3 Guidelines to Approach Your Interviews:

1. Cultivate a '**neutral interviewing**' approach and attitude.
2. Take notes of their comments and don't engage in a debate around this.
3. Simply listen and seek clarification only.