

**Atychiphobia - Fear of Failure**  
**and**  
**Achievemephorbia – Fear of Success** ©

**Arthur Lipper**

The literature regarding Achievemephorbia indicates a similarity in the fears of both success and failure. Google has a number of articles on both fears, their causes and the solutions.

My thoughts are that both winning and losing can become habits -- usually at an early age. It is important for winning to be the habit and one way of achieving the habit of winning is to set attainable objectives. This can be done on a daily basis.

The achievement can be the number of push-ups complete or the speed in which some chores are accomplished. The wins can be little things taking effort and with known and perhaps visible results. Winning does not have to be against another person or a larger challenge. People just have to get used to doing well what they intended to do.

In deciding what to attempt and succeed at, the reward for being right or accomplishing what is intended must be fully envisioned. The cost or damage of not achieving the desired result also must be understood and be extremely modest compared to the reward for winning. In other words, winners should choose their target seeking a positive imbalance between gain and loss. Small wins are fine if the results and rewards are cumulative, but games are won with big wins.

Winning is an attitude and becomes a part of the personality of the individual, where winning becomes the expectation of both the individual and those observing. In many cases the attitude can be a self-fulfilling proposition.

Similarly, losing can become a habit and frequently can be the result of being told as a child about all the wrong things being done. In many cases the child is set up to fail, as the task is either too big or

**too early for success to be the likely result. The more a person is told they have failed the more likely they will expect themselves to fail and that then becomes self-fulfilling.**

**In reviewing a multi-page listing Atychiphobia, the fear of failure, there is immediate resonance, as this fear is the reason so many creative people do not succeed. This results in less good for many. There are people with winner and loser attitudes and personalities.**

**Throughout my adult life, I have always been developing and promoting new and better ways of doing things. I know how fortunate others and I have been that Atychiphobia is a fear from which I do not suffer. As a young person I was mostly praised and told how good and smart I was,**

**In thinking about the reason for my not fearing failure, even though many, if not most of the new things I was promoting were not able to overcome the objections of those being pitched, I come to the conclusion that it was the strength of my ego which allowed me to repeatedly continue. New things are exciting, and my wife suggests that I am an excitement junkie. She is usually correct.**

**In one of the following articles found by Google when researching the word Atychiphobia, the point is made that early parental support and praise for doing new things is important in the development of creativity. Of course, there must be a positive attitude manifest when new ideas or projects do not succeed. The idea could have been without merit, or too early for others to recognize its validity. New ideas also fail because accepting them requires people in authority to risk believing in something not yet proven to work.**

**This need of many -- especially attorneys, doctors and engineers for evidence of precedent -- is perhaps the most challenging for the creative. "If it hasn't worked in the past why should the risk of using it in the future be accepted?" -- this is the unspoken career risk concern of those in a position of saying "no" or requiring more study and evidence of assured non-failure.**

**Google displays a "list of fears" -- there are many lists showing a vast array of things people fear. The lists are both amusing and insightful.**

**The net result of better understanding the fear of failure will help entrepreneurs, inventors and innovators in their dealings, and inform better ways in which we can all deal with both our own and the fears of others.**

Following are just a few of the articles in Google:

[Atychiphobia - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/Atychiphobia)

<https://en.wikipedia.org/wiki/Atychiphobia> Wikipedia

Atychiphobia /əˌtɪkɪˈfoʊbiə/ is the abnormal, unwarranted, and persistent **fear of failure**, a type of specific phobia. As with many phobias, atychiphobia often...

[Quotes About Fear Of Failure \(72 quotes\) - Goodreads](#)

[www.goodreads.com/quotes/tag/fear-of-failure](http://www.goodreads.com/quotes/tag/fear-of-failure) Goodreads

72 quotes have been tagged as **fear-of-failure**: Napoleon Bonaparte: 'He who fears being conquered is sure of defeat.', Criss Jami: 'A fear of weakness onl...

[How To Conquer The Fear Of Failure - 5 Proven Strategies - Forbes](#)

[www.forbes.com/.../how-to-move-beyond-the-fear-of-failure-5-proven-strategi...](http://www.forbes.com/.../how-to-move-beyond-the-fear-of-failure-5-proven-strategi...) Forbes

Oct 30, 2014 - Every entrepreneur I know is afraid of **failure**. It's human nature. When we go outside of our comfort zone, we feel scared. As entrepreneurs, our...

[To Overcome the Fear of Failure, Fear This Instead – The Mission ...](#)

<https://medium.com/.../to-overcome-the-fear-of-failure-fear-this-instead-d880ce3e5cc...> If you do the math, becoming an entrepreneur is insane. The odds of success are tiny; **failure** is almost guaranteed. To make the leap, you have to be fearless.

[Overcoming Fear of Failure - Career Development From MindTools.com](#)

<http://www.mindtools.com> **Stress Management**. Many of us are afraid of **failing**, at least some of the time. But **fear of failure** (also called "atychiphobia") is when we allow that **fear** to stop us doing the things that can move us forward to achieve our goals. **Fear of failure** can be linked to many causes.

[10 Signs That You Might Have Fear of Failure | Psychology Today](#)

<https://www.psychologytoday.com/.../10-signs-you-might-have-fea...> Psychology Today

Jun 18, 2013 - This **fear of failure** causes them to unconsciously sabotage their chances of success, in a variety of ways. **Failing** can illicit feelings such as disappointment, anger, frustration, sadness, regret, and confusion that, while unpleasant, are usually not sufficient to trigger a full-blown **fear of failure**.

[Fear of Success Phobia – Achievemephorbia](#)

[www.fearof.net/fear-of-success-phobia-achievemephorbia](http://www.fearof.net/fear-of-success-phobia-achievemephorbia) Feb 11, 2014 - While the fear of success phobia (**Achievemephorbia**) may seem weird to many; it is actually a very real social phobia. It can make things difficult...

**How To Overcome Achievemephorbia which is the Fear of Success ...**

[www.hypnosisondemand.com/overcome-achievemephorbia-fear-success](http://www.hypnosisondemand.com/overcome-achievemephorbia-fear-success) Jun 13, 2016 -

**Achievemephorbia** just happens to be one of them. And this is not just some minor fear, we're talking about. It's so intense, in fact that it disrupts...

### Some fears as listed:

Dystychiphobia, Phalacrophobia, Caligynepgobia, Merinthophobia, Meningitophonia, Geniophobia, Necrophobia, Enissophobia, Chorophobia, Soteriphobia and Alaxophobia. There are hundreds more.

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