



## Alpha Personalities Cause Disaster in Business Partnership

By Nancy Capistran, PCC, CPC

A former client called me to help him through a full-fledged crisis situation between his business partner and himself. Sizing up the situation, I could see that the stress level was at full tilt. The chronic issues that they were having had reached an explosive state, creating a severely hostile environment throughout this multi-million-dollar company. He and his business partner were both charismatic, courageous, and self-confident. They both had innovative ideas and ambitious goals, and they pursued their aspirations with tenacity and with an urgent sense of purpose. Individually, dominant alphas can be dynamic and influential leaders, but having a partnership with two aggressively ego-fueled alphas can be a liability if not managed properly. When alpha tendencies like ambition, assertiveness, confidence, and competitiveness are taken too far or activated improperly, these legendary assets can turn into fatal flaws. This can create expensive problems for their company and wreak havoc on their employees, customers, and partnership. Even though they had a common thread of character traits, their leadership styles, their education, and their life experiences were distinctly different. Because they both felt that their way was the right way, there were many unreasonable expectations and unyielding opinions. Their viewpoints were dissimilar, and neither of them was willing to yield to the other for fear of displaying weakness. It is very difficult to make any traction when both parties are starting from a place of single-mindedness. When we are in crisis, we are not showing up as our best selves, which only inflames the problems. Unfortunately, there was too much damage that had been done between these two alphas and they could not make things work.

The majority of stressful situations unfold when significant changes take place that entail extra effort, new responsibilities, and a need for transformation. Change demands stepping into the unknown. Negative responses to challenges with change can have a detrimental influence on our health, our happiness, and the overall quality of our lives.

Our ability to handle distractions and pressures can change regularly based upon the many variables that occur during our day. Some of us get frazzled more easily and quickly than others, and often crumble due to the volume or complexities of our stressors. At times, it can simply be a minor bump in the road; however, when there are numerous bumps taking place simultaneously, that dynamic can exacerbate our level of stress. If or when we can uncloud the clutter in our minds, we can gain clarity. This opportunity allows us to realize that we are not at the mercy of our stressors. Learning what can positively and negatively influence our stress-overload levels is productive in reducing the damage that high levels of chronic stress can cause.



**About the Author:** Nancy Capistran is a best-selling author, an award-winning, internationally certified executive coach, motivational speaker, and trusted advisor. She is Principal of [Capistran Leadership, LLC](#), and [Crisis Interception, LLC](#). Nancy's best-selling international leadership book: [Open Your Eyes and LEAD](#) shows readers how to become a positive force in the world and how to balance and manage omnipresent tensions while striving for leadership excellence. Capistran shares inspirational stories and advice from her 30+ year career to help both seasoned and emerging leaders develop intentionality while maintaining their core values and beliefs even when life's pressures dictate otherwise.