

# Me First



The emotions in this quadrant drive us to deal with a perceived barrier to our progress, unfairness, blocked rights or disrespect. They urge us to impose on others our power, superiority or entitlement, or try to regain power and status and demand what is ours. They include those emotions that push us to avoid an unwelcome sense of inferiority or lack of importance, in order to feel better about ourselves. They create a selfish perspective that can undermine our appreciation of life.