

THE PERFECTION PARADOX

JEFFREY A. KRAMER

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# THE PERFECTION PARADOX

ACCEPT YOUR ADDICTION, OVERCOME  
YOUR OBSESSION, AND ESCAPE TO EXCELLENCE

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## Praise for *The Perfection Paradox*

Perfection is not what it seems; in fact, it is just the opposite. In *The Perfection Paradox*, Jeffrey A. Kramer uses a lifetime of examples to paint a clear and powerful picture of the damaging impacts of perfectionism on work and life. Fortunately for him, and for us, he also shares simple and actionable steps to escape from the prison of perfection.

—**Dr. Marshall Goldsmith**, *New York Times* bestselling author of *What Got You Here Won't Get You There* and *Triggers*, World's #1 Executive Coach, and *Harvard Business Review's* World's #1 Leadership Thinker

Perfectionism seems to be not so much a desire for excellence as it is the fear of inadequacy showing up as procrastination. In *The Perfection Paradox*, Jeff uses his own experiences to guide us from hiding behind perfectionism to the freedom of a life that is rich with meaningful accomplishments and relationships.

—**Dan Miller**, *New York Times* bestselling author of *48 Days to the Work You Love*, and host of the 48 Days Podcast

Who would have thought that perfection could actually prevent excellence by inducing a paralyzing fear of failure, and creating a habit of negativity, distraction and procrastination? Indeed, that is the contradiction Jeffrey A. Kramer explores in his book *The Perfection Paradox*. If you are finding that being a perfectionist has its dark side, this book can help you explore and conquer the harmful side of perfect and find a rewarding path to excellence for yourself and those around you.

—**Elizabeth McCormick**, former US Army Black Hawk Pilot, #5 on the list of Leadership Experts to follow online, author of *The PILOT Method*

Perfection is far from the good thing it masquerades as. In *The Perfection Paradox*, Jeff shows us how it's possible to recognize and escape from this crippling deception. He provides a proven process to find clarity and experience a life of freedom.

—**Kary Oberbrunner**, CEO of Igniting Souls, author of *Unhackable*

If you are a fellow perfectionist who puts off until tomorrow what you should have done yesterday, *The Perfection Paradox* is a must-read. Jeff leads the reader through the maze of analysis paralysis, fear of failure, dealing with distraction, and escaping the addiction to the realization that imperfect action beats perfect inaction every time! For myself, learning to take imperfect action was a game-changer, and it can be for you too!

—**Lisa Moser**, Author/Coach/Speaker—[www.LisaMoser.com](http://www.LisaMoser.com)

How do we enjoy the benefits of perfectionism without the negative side effects? It's a question so many of us struggle with. Jeff's book provides a practical, realistic pathway to get there—to “live inside the paradox.”

—**Jerod Morris**, Chief Creative Thinker for THINKERS Notebook

If seeking perfection or rather using it as an excuse has stalled you in the past, here is your permission to get over it. *The Perfection Paradox* provides simple steps to break the cycle of seeking the unattainable. To quote the author, “sometimes good is good enough”. Enjoy the freedom you’ll glean from this growth tool by letting go in order to experience authentic, satisfying and sustainable success.

—**Daphne V. Smith**, author of *What's YOUR Scarlet Letter?*,  
Chain Breaker and Wave Maker

Great read! This book does what all great books do. It makes you want to turn the page. As a recovering perfectionist, I have many years of recovery behind me. However, Jeff’s heartfelt, transparent message raised my awareness relative to some things I still needed to address. As a result, I took immediate action and made a few adjustments that brought me a bit more internal peace. Thank you, sir!

—**Mack Story**, Leadership Speaker and Trainer, author of the Blue-Collar  
Leadership® Series

If you're delaying going after your big dream because you never have enough time, you're worried you might do it wrong or you're afraid of what others might say or think about you if you fail (or succeed), *The Perfection Paradox* is a must-read. By sharing his own story, Jeff reveals how perfectionism actually keeps you from reaching your goals, and breaks down how to dismantle perfectionism so that you accomplish anything.

—**Shannon Mattern**, host of the Pep Talks for Side Hustlers Podcast, mentor  
to side-hustling entrepreneurs who are building businesses online

Whether others have labeled you as a 'perfectionist' or you've secretly wondered yourself, pick up this book and you'll have an answer quickly! Kramer authentically reveals his personal experiences with perfectionism while incorporating a massive amount of intriguing stories and research. You won't be able to put down *The Perfect Paradox* and, as a result, you will finally know how to be 'good enough' on the other side of these pages.

—**Renee Vidor**, speaker, coach, and author of *Measuring Up: How to  
WIN in a World of Comparison*

Jeff’s transparent expose’ of his lifetime struggle with perfectionism sets the perfect stage for understanding the damage perfection causes, and the benefit of moving from perfect to letting good be good enough. Jeff has clearly shown the irony in the perfection paradox and that perfection is more a prison to escape from than an elusive paradise to be sought after. He has looked deep within and without in hopes of finding the sacred oasis, only to discover that what he was chasing was a mirage. That what he desired and needed most started the moment he took himself off the autobahn of perfection and started walking the open roads of good enough truly is good enough.

—**Martyn J. Wood**, The Stratospheric Life Coach

Jeff knows first-hand how attractive perfection seems to be, hiding itself as a virtue to seek. In his personal account of fear, shame and deception, Jeff shows the damaging impacts of this hidden addiction to ideal, followed by the simple steps to escape it and find a life truly worth living. The strength shown by Jeff is extraordinary, and it is empowering to see it evidenced on every page.

—**Kelly Schwab**, City Attorney for City of Chandler, AZ

Self-awareness is key to our success in life, and a large part of that is being aware of how we hold ourselves back. Jeff's book, *The Perfection Paradox*, helps you realize how you may be holding yourself back by setting an impossible standard of perfection for yourself and for others, causing procrastination, decreasing productivity, and rupturing relationships. Jeff reminds us that, "imperfect action is better than perfect inaction." This was a great read! Thanks, Jeff!

—**Ria Story**, author of *Fearfully and Wonderfully Me*

By reading *The Perfection Paradox* by Jeffrey A. Kramer, you learn about the importance of acting now, that the best moment is now and not tomorrow or the day after tomorrow.

—**Alfousseni Sidibe**, Founder of Live Your Dream Mali

*The Perfection Paradox* allows everyone to recognize themselves somewhere in this book. Jeff distills the struggles with perfection that prevent even the most talented person from realizing their full potential. This book is thought-provoking, insightful and rich with ideas.

—**Laura Dillingham**, Executive Strategic Partner at HPISolutions

# The Perfection Paradox

Accept Your Addiction, Overcome Your  
Obsession, and Escape to Excellence

Jeffrey A. Kramer

 **AUTHOR**  
**ACADEMY** elite

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Published by Author Academy Elite  
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www.AuthorAcademyElite.com

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Library of Congress Cataloging: 2020918192

Paperback ISBN: 978-1-64746-524-7

Hardcover ISBN: 978-1-64746-525-4

E-book ISBN: 978-1-64746-526-1

Available in paperback, hardcover, e-book, and audiobook

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For Sharon

My wife, my best friend, and the greatest  
partner a person could ever hope for.  
Thank you for supporting and encouraging me,  
and for putting up with years of perfectionism  
at its worst. Perfection may not be attainable,  
but I got as close as God allows with you!

And for Kary Oberbrunner

My coach, mentor, publisher, and friend.  
Thank you for believing in me long before I did.

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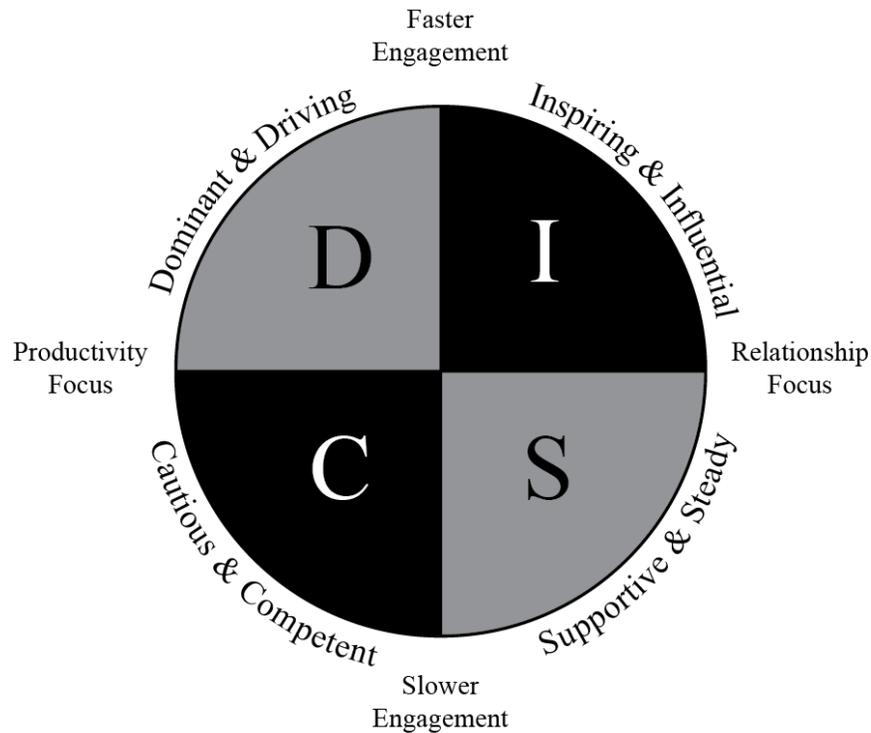
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## Chapter 1: I Know I Can Do Better

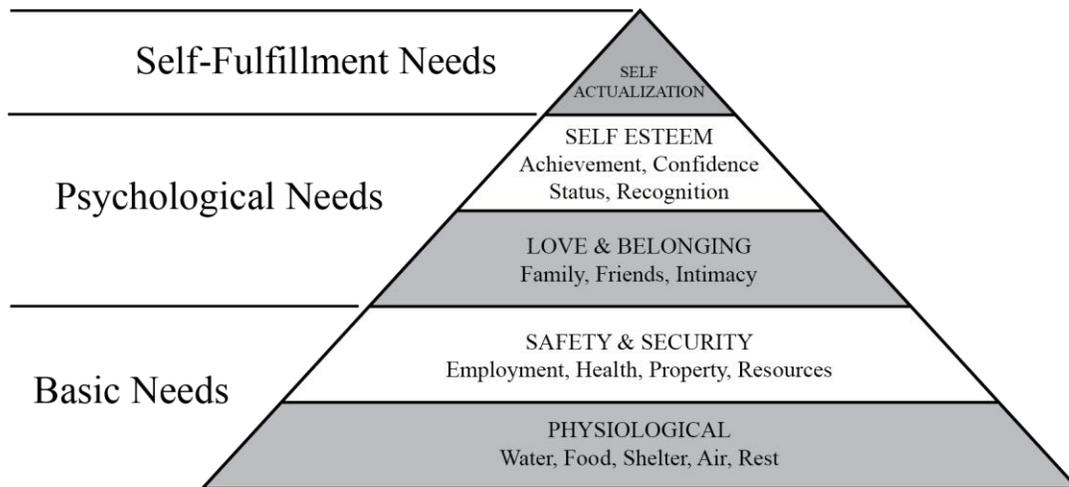
Image of the DISC behavior model developed in the 1920s by Dr William Moulton Marston. The DISC model predicts a person's normal behavior tendencies based on two traits; the speed at which they engage with others, and whether they tend to focus on productivity or relationships. Depending on the blend of traits, Marston described the styles as Dominant and Driving (D), Inspiring and Interactive (I), Supportive and Steady (S), or Cautious and Competent (C).



### Chapter 3: Oh Snap, Facebook Made Me Do It!

Image of Maslow's Hierarchy of Needs, a model of human motivational theory developed by psychologist Abraham Maslow in the 1940s, which is based on the assumption that people must meet basic needs before progressing to social, or psychological needs. These must then be met before achieving full potential as individuals.

Maslow's Hierarchy of Needs



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## Acknowledgments

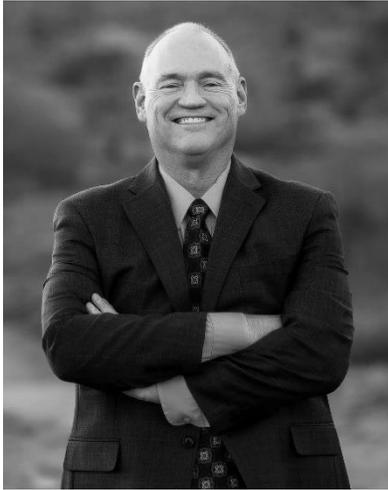
So many have played a role in the creation of this book. Thanks first and foremost to God for providing everything I have, everything I need, and for revealing to me my new name, my secret name, Overcomer. That is who I now am!

Thank you to my wife, Sharon, who is not only my rock, but who has provided creative input and graphic design for everything I do, and who was my graphic designer, proofreader and truth-teller on this book. And to my daughters, Arielle, Kelsey, Hayley and Emily: you four are my pride and joy. Thank you for enduring, surviving, and thriving despite all I put you through. I love you all more than words can express.

If iron sharpens iron, then Martyn Wood, Russell Moore, Craig Bolze, David Samuel, and Jack Gierak are my men of steel. Thank you for encouraging and supporting me, for providing accountability, and for suffering through as early readers. Your contributions made this book so much better than it would have been. And to all who read and offered endorsements for this book—I value your support and belief in me. Thank you.

Special thanks to Daphne V. Smith for prodding, pushing and dragging me into Author Academy Elite, encouraging me to write this book, and for providing coaching, guidance and feedback along the way. I see you pointing at me—it wouldn't have happened without you. To Phillip Van Hooser for writing the foreword and being a supportive and respected role model. And to my editors, Diana James and Tina Morlock at The Guild; the team at JetLaunch for the book's interior and cover designs; Jessica Rogers of J Rogers Photography in Dayton Ohio for the author's photos; and Kary Oberbrunner and his fantastic team that form my amazing publisher, Author Academy Elite. Thank you all for making this book (and me) so much better. You are all superstars!

## About the Author



Jeffrey A. Kramer is an author, coach, and speaker who spent nearly 35 years building better communities as an award-winning engineer and construction manager for government agencies. Jeff spent most of those years as an obsessive perfectionist, paralyzed by the idea that he wasn't good enough, aggravating others with impossible expectations, and compensating for fear of being exposed as an imposter by overachieving, collecting credentials, and moving on before anyone could find him out.

Now a recovering perfectionist who has overcome his addiction to the ideal, Jeff focuses on building people by helping them clarify their calling, overcome their obstacles, and define their direction, so they become perfectly unhackable and are encouraged, equipped and empowered to become Ascending Leaders and rise to new heights of success.

An Unhackable Transformation coach, certified by the John Maxwell Team, Igniting Souls, and as a DISC practitioner, Jeff is also an amateur photographer, avid reader, and former athlete who unapologetically cries tears of joy when the national anthem plays during the Olympic games. Jeff and his wife, Sharon, live in Arizona and share four amazing daughters.



## About the Publisher

Do you have a story inside you that you need to tell? Many people do, but sadly never get that message out of their head. If you're ready to share your message with the world, Author Academy Elite might be the choice to help you write, publish and market your book the right way! Founded in 2014 by Kary Oberbrunner and David Branderhorst to help their clients, Author Academy Elite is disrupting the publishing industry with a new model that focuses on the author first.

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## About Ascending Leaders



**The two greatest days in a person’s life are the day they are born  
and the day they discover why.**

The Ascending Leaders Community is a tribe of people committed to building a better world—Physical, Cultural, Social, Familial and Spiritual. People who see a need for leadership, and seek to provide it. People with integrity, character and a servant’s heart, who are willing to invest in themselves in order to better serve themselves and others.

Ascending Leaders **Clarify** their calling, **Overcome** life’s obstacles, and **Define** their direction so they become **Perfectly Unhackable** and are encouraged, equipped and empowered to reach new heights of success.

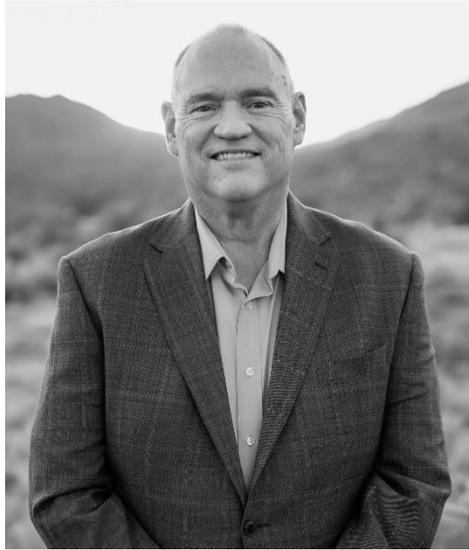
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Author – Speaker – Coach

Jeff understands how important it is to select a speaker or coach who understands your needs, the results you are looking for, and then works hard to make sure that happens for you. To experience Unhackable Transformation, invite Jeff into your business or organization today for:

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- Workshops
- Retreats
- Team Building Experiences

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