



# The Trophy Effect

*Michael Nitti*

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## **The Trophy Effect** Michael Nitti

The Trophy Effect is an innate, subconscious force that causes human beings to focus on their shortcomings, rather than on their accomplishments. As a result, we are inclined to feel more doubtful than hopeful and are more likely to give up on things rather than stay the course. Moreover, because The Trophy Effect is tied directly to our survival instinct (our "reactionary mind"), it is so well concealed that we do not even know that it is occurring. Therefore, we are not aware that The Trophy Effect is something over which we can exercise full control by simply learning how to do so!

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