

HOW DR. MAYA ANGELOU CONFIRMED MY LIFE MISSION AND REINFORCED MY MOTTO:

“Never Give Up”

By Susan Allan

Some of the greatest experts in any field make results appear effortless. When I watched Fred Astaire or Mikhail Baryshnikov dance, it was their grace and apparent ease that created such awe. Yet real mastery is built through extraordinary discipline, emotional control, resilience, and relentless practice behind the scenes.

I learned that lesson very early in life. Fred Astaire's sister taught me to swim when I was four years old, and she demonstrated a level of precision, discipline, and commitment to my results that permanently shaped my understanding of excellence.

Today, we prefer to know the whole story, including the tragedy behind triumph. Here is mine, and how my personal motto became: *“Never Give Up.”*

I chose those words because, although my life was superficially comfortable, at times it was terrifying.

Years ago, I survived my husband's steroid-induced rage and a point-blank attempted murder while desperately trying to protect my life and my beloved dog.

What saved my life was avoiding panic and my skills of emotional and verbal self-control.

I instinctively understood that if I showed fear, escalated the situation, or lost control of my facial expressions, body language, or voice, I would be murdered.

So I calmed myself.

I regulated my breathing, managed my mind, softened my facial expressions, slowed my movements, and empathized with his PTSD flashback rather than reacting to the terror of the moment.

That experience taught me one of the greatest lessons of my life:

Emotional intelligence creates Power.

Survival itself often depends upon the ability to emotionally regulate ourselves under extreme pressure. Since then, I have trained clients in six forms of self-soothing and emotional regulation.

I survived because years of transformational inner work had already trained me to control my mind, emotions, words, reactions, and nervous system under stress.

I also assembled an extraordinary support team using my ability to connect with friends in a rational and calm manner so that they could help me. My husband's best friend and his wife, who I never could have predicted would become instrumental in saving my life, changed everything for me. Two former soldiers also helped protect me, one from World War II, who helped with strategic decisions, and another who temporarily became a bodyguard for my dog and myself, plus my housekeeper, a retired LAPD officer, and a locksmith who completed my key team.

That terrifying experience permanently transformed my understanding of human behavior, fear, resilience, communication, emotional regulation, leadership, negotiation, and personal power.

Instead of allowing terror, blame, and emotional devastation to define my future, I used my decades of transformational inner work to create and refine powerful new tools for emotional stabilization, emotionally intelligent communication, conflict transformation, and strategic negotiation.

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I had been granted a miracle of survival. Now I would give back. Because now I had something important to teach.

In an instant, I pivoted from my old life and dedicated myself to helping others who faced terror to survive and thrive.

One day, long after my company was thriving, I found myself thinking about Dr. Maya Angelou and her appearances on *“Oprah.”* I had read her books and deeply admired her genius, courage, openness, and honesty.

Dr. Maya Angelou taught generations of people to speak their truth without shame.

Then suddenly my phone rang.

The caller ID read:
“Maya Angel.”

At the very moment I was reflecting on Dr. Angelou's triumph over suffering and adversity, she unexpectedly entered my life directly.

I lived about a mile from Oprah and imagined that Maya had *“misdialed”* just as I was thinking about her triumphs over terror. But I didn't really believe that she misdialed. I have psychically summoned so many in my life. I often think of someone, including movie stars and a guru, and they have appeared.

I told Dr. Angelou that as the host of a Santa Barbara television show and a local columnist, I would be so grateful if she would offer a message for my audience.

Dr. Maya Angelou's Immediate Message: Don't Give Up. Never Quit Once you discover Your Purpose!

For 27 years, *“through thick and thin,”* I have now shared 100 tools and skills with clients who long to create joyous, successful lives. With 75,000 coaching hours and 10,000 complimentary intro sessions, self-soothing with brain-breathing has caught on so that thousands practice this self-regulation. The marital suffering that nearly destroyed my life became the first step in manifesting my life's purpose.

I have helped thousands of families worldwide prevent devastating litigation, emotional collapse, and destructive conflict, as well as every type of addiction. One client alone saved \$11 million during his divorce through my unique, proven tools and emotionally intelligent communication to replace emotionally driven warfare.

I have trained and supported executives and business leaders whose success was blocked by communication challenges. In one case, after years of expensive deadlock among business partners, emotionally intelligent negotiation and relationship strategy ultimately contributed to the successful sale of a company for \$205 million.

Again and again, I discovered the same truth:

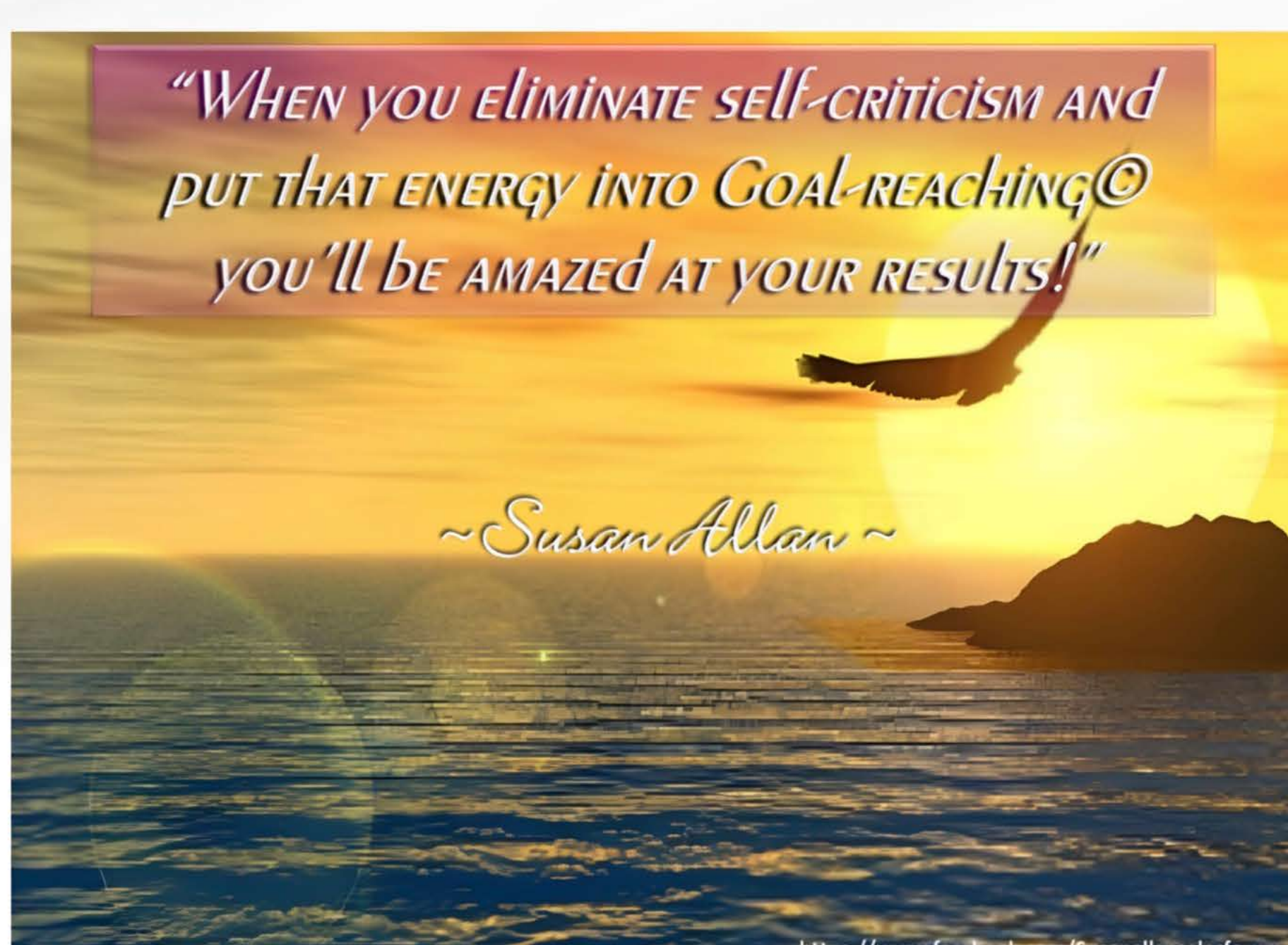
Human beings suffer most when fear replaces communication, emotional safety disappears, and people lose hope.

That is why being reminded by Dr. Maya Angelou to *“Never Give Up”* became far more than a personal motto for me. It became a life philosophy.



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Never give up.

Not after betrayal.
Not after terror.
Not after divorce.
Not after financial devastation.
Not after emotional collapse.
Not after failure.
Not after heartbreak.

Because sometimes the very experience that appears to destroy your life becomes the doorway to your greatest purpose.

Today, after 27 years training clients to transform their lives, I understand something with absolute certainty:

Human beings are far more resilient, powerful, emotionally intelligent, and capable of personal evolution than most realize.

Sometimes the darkest chapters of our lives become the very launch pad to our greatest futures.

I learned that true power is not domination, aggression, intimidation, or control over others.

True power begins with mastering ourselves emotionally under pressure.

That is why emotional intelligence is the doorway to inner peace.

Today, I continue training individuals, families, executives, entrepreneurs, and couples worldwide to end ongoing crises, stabilize emotional chaos,

create emotionally safe relationships, strengthen leadership, negotiate successfully, reconcile conflict, and transform fear into clarity, confidence, and lasting personal power.

Because the moment we learn to emotionally regulate ourselves instead of reacting to fear, blame, panic, anger, or hopelessness, our lives begin to transform.

That is where true joy begins.

And that is why becoming lifelong learners is one of the safest and most transformational choices we can make. When enormous challenges appeared in my own life, it was my willingness to continue learning, growing, and transforming that allowed me to keep moving forward. Since the day Dr. Maya Angelou called, I have carried her powerful message with me:

‘Never Give Up’

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