



Wellbeing Insight

You vs. You

There is a quiet habit that many of us carry. We compare. Not always consciously, not always fairly, but frequently.

We compare how we look, how we lead, how we perform. We notice others who seem further ahead, more capable, more accomplished – and we measure ourselves against them. At other times, we look the other way, comparing ourselves to those behind us, perhaps to reassure ourselves that we are doing okay.

This is the nature of what psychologists call upward and downward social comparison. And yet, as simple as it sounds, there is a deeper truth here:

Comparison is rarely accurate.

If we believe we are not enough, we will find evidence to support that belief.

If we believe we are better than others, we will find evidence for that too.

In both cases, we are not seeing clearly – we are simply confirming a story.

In a world that increasingly invites comparison – through screens, metrics, and constant visibility – it can feel almost inevitable. But it is not inevitable.

As Matt Haig reminds us so gently, we are not helped by comparing our *real* self to imagined versions of who we might have been. The “what ifs,” the parallel lives, the different choices. These mental comparisons can quietly erode our sense of contentment.

The only place life can actually be lived... is here. Now. As we are.

And perhaps this is where we can offer ourselves a different lens. Life is not *you vs them*. It is *you vs you*. Not in a harsh or competitive sense – but in a compassionate, curious one.

- Am I growing?
- Am I aligning more closely with what matters to me?
- Am I living, even imperfectly, in a way that reflects who I want to be?

This is where the work of a personal manifesto becomes so powerful. When you are clear about your values, your direction, your way of being, the need to compare begins to soften. Decisions become less about measuring up – and more about aligning within.

As we often say, when you know what you stand for, you no longer need to stand against others.



So the next time you notice yourself comparing, perhaps you might gently pause.
Return to yourself. To your path. Your pace. Your story.

Because the goal is not to be better than someone else.
It is to be more fully... you.

Go well!

