Hidden agenda's are a part of everyday communication, but, always trying to prove something and having ulterior motives has an impact on your relationships. I'm good—telling stories that highlight whatever you most value about yourself. You might highlight anything you perceive as good about yourself, including your honesty, courage, wealth, power or success. Unfortunately, overemphasizing your accomplishments and how wonderful you are can make it hard for people to get to know you. I'm good, but you're not—This is telling stories and anecdotes that prove that you are good and right by showing how bad everyone else is. You're the one who does it right, while everyone else messes it up. You're good, but I'm not—Putting yourself down in comparison.