

Make Yourself Uncomfortable

There is an irony in business that we cannot escape. The very purpose, we tell ourselves, of pursuing success is so that we can achieve and enjoy a level of comfort. Yet, oddly, one of the key components to obtaining that comfort is our willingness to make ourselves uncomfortable along the way.

We're not talking about abandoning the creature comforts like driving an older car so that money can be pumped back into the business. Sure those sorts of sacrifices are made regularly, and indeed there is a degree of discomfort associated with them. But, in the scheme of things, we're able to muddle through because we see the pot of gold we are chasing and we are eager to reach it.

The type of discomforts that are harder to overcome, but which indeed must be challenged and conquered, are the duties we are called upon to perform that go against our general nature, such as speaking in front of large audiences if we are shy, or meeting with powerful people if we are nervous, or gambling on gut instinct if we are traditionally conservative. These sort of uncomfortable situations are much harder to overcome than, say, paper bagging lunch to work every day in order to save a few extra bucks.

The capacity to overcome these (yes we'll say it) fears is a key factor to being successful in business. Those who succeed are those who have managed to place their personal limitations aside. It is not that the doubts and uncertainties have disappeared; it's that they have been placed under control. They have been relegated to a position inferior to that of the individual's dreams and goals.

So make yourself uncomfortable. Break out of your comfort zone and go bravely into the next level of success.