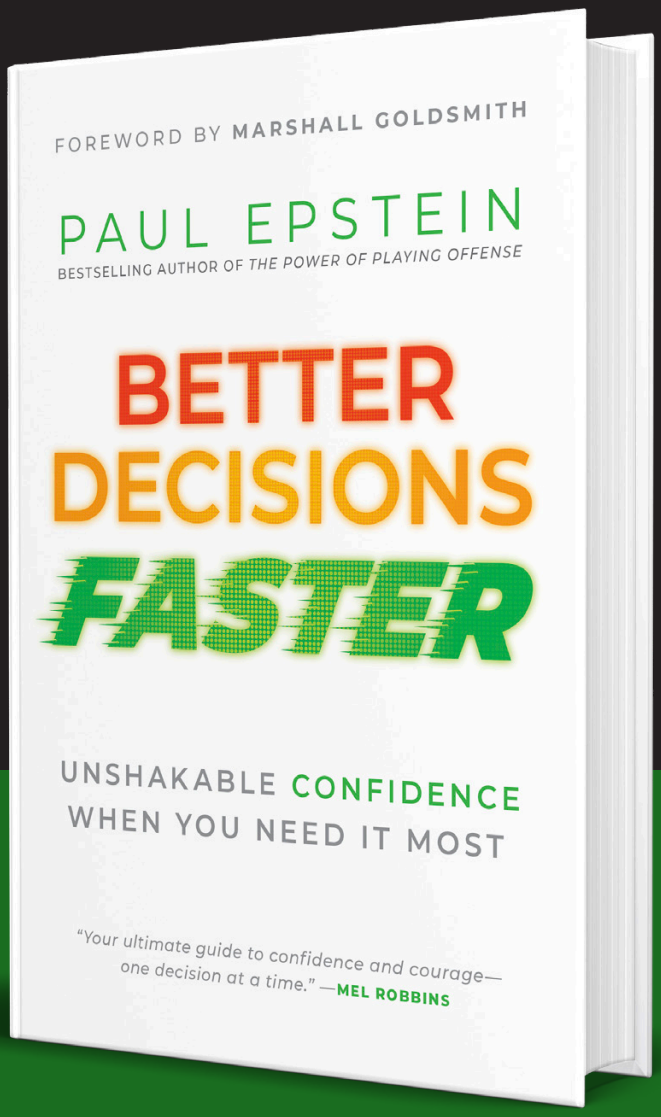
BONUS CONTENT



Breaking Through Your Comfort Zone

Featuring Lynn Fernando Mulvihill

Are you ready to stop setting goals that are right within your comfort zone and start setting goals that give you the chills?

Inspired by a quote from Bob Proctor, this is a question I internalized after having Lynn Fernando Mulvihill on the *Playmakers* podcast. Lynn is a fellow member of our Michigan MBA tribe (GO BLUE!) and somebody that I cherish every lunch meet with because of her passion, energy, and spirit of growth.

Lynn believes that life begins at the other end of your comfort zone, as proven through her professional and personal accolades.

Lynn is now Global Head of Marketing for Amazon Fashion. She has also been a performance-driven marketing expert for over 20 years inside of brands such as Disney, Nestle, Visa, and Oracle. In parallel, she's trailblazing a path to fulfill a legacy of social impact by providing underrepresented groups with financial freedom, access, and opportunities—and the ultimate cherry on top, her proudest title is mother of two.

With this bio where nothing is broken and there is nothing to fix, why change? Why not settle for this pretty awesome status quo? Why would Lynn ever consider hard pivots and major change into risk-dominated environments like the startup space?

To grow.

It's that simple. I'm not suggesting that every juncture of life you should make a decision to hop off the treadmill you're on purely for the challenge. What I am suggesting is that you intentionally pause, reflect, and ask yourself if you *feel alive*? Are you enjoying more green lights than yellow and red? If not, it's likely because you're stuck in the comfort of comfort. Life started to happen *to* you, vs. *for* you. You fell out of purpose vs. living on purpose. The easy road is comfort. The hard road is growth and challenge.

This road of growth is one Lynn and I discussed deeply on the podcast, and two questions in particular struck me. Lynn asked herself:

Where do I start?
What if I fail?

Perhaps you're asking yourself similar questions, whether considering a new venture or following a different path. You have a bigger dream or ambition, want to make a better decision, but don't know where to start. Maybe the *want-to* is there (heart), but hurdles in your head of financial security, family concerns, or worst-case scenarios consistently win the day.

All of that is not only understandable. It's normal.

Ever since primal evolution, our minds have been wired for stability, safety, and comfort. It's why most stay on the treadmill they're on. It's the perceived radical rebels that go ALL IN on a dream or passion, or start their own business, even with a young family at home.
That's one way to think about it.

OR you could take a more purposeful and proactive approach to remove failure from the equation and ask yourself what's truly possible if you broke through your comfort zone?
This is where Lynn's perspective can help greatly. To make a better decision, you must first identify what your comfort zone is.

Decision Drill

How would you describe your comfort zone? At work. At home. In social circles. What safeguards have you put in place to stay in a space of comfort? Do you avoid confrontation, surround yourself with *yes* people, not fill out the application based on potential rejection?
No judgment.

This is simply a callout that we all have a comfort zone, where we know success (or avoidance of failure) is likely, but so is routine and monotony. If we stay inside this zone of comfort, we'll rarely be challenged, inevitably feel stuck, and thus rarely grow and rise to a level where we can excel. Identify your comfort zone, then some spaces *just beyond* that feel right in your head and heart. What's one small action you can take to get one step closer to that green light?

Notes:_____
_____
_____

These notes can be the kick starter to your next decision better and faster.

Now that you have awareness around your comfort zone, appreciate it, then ask yourself if you can survive staying in this zone *the rest of your life.*

You likely had a visceral reaction when you just read the words, *rest of your life*. Good. If that reaction was positive, stay the course. But if you're like Lynn (and me), it's time to make a decision that breaks you out of your comfort zone.

In Lynn's case, as a mother of two with an amazing life, she started to wake up in the morning feeling like there was something more she should be doing. She wanted to contribute in ways she wasn't already. The thought frightened her, but instead of running from it, she leaned into it.

The next step was the pursuit of her Executive MBA at Michigan, a journey that led to our eventual connection. Now graduated, she is head of a new ventures group REV (Ross Entrepreneurial Ventures) within the EMBA space, where she gets to consult and advise start-ups as well as inspire the entrepreneurs of tomorrow, coupled with dreams of her own start-up someday.

At the time of writing this first draft, she was established and thriving at Disney, but knew there was a greater challenge and fire within her. She soon after made a decision to join Amazon Fashion's C-suite...just in time for the final book edit!

Because Lynn's head and heart were on board, her hands followed. She epitomizes what it means to attack each day on a mission of becoming a better version of yourself than you were yesterday.
For you, what's one thing you're hungry for right now?

Does it scare you? Excite you? Or both?
If both, game on. You're in a great spot, just beyond your comfort zone.