

THE EXTRA POINT

BY JERRY ROBERTS



1680 In 2025: Stop Trying to Avoid Discomfort

I was once part of a group of relatively young and highly aggressive online marketers. Some of them went on to make millions selling products on Facebook and through websites. I caught up with one recently and he's come out with a list of key points he believes will deliver strong results in 2025. I'm Jerry Roberts, and I'm going to share some of his ideas and blend them with mine over the next couple of weeks. That's next on the Extra Point.

Nobody wants trouble. Nobody wants bad times, or poor health. Sometimes, you can have everything figured out and life seems to be going your way, then you get whacked with something out of left field. It's happened to me and maybe it's happened to you.

The answer is to collect the pieces and move on as best you can, trusting that God has your back.

Some people in the workplace don't want to be part of this conversation at all. They sign on to be a contributing member of the team, then seemingly spend their time searching for ways to sidestep effort, discomfort, stress, and struggle.

Where did the idea originate that a job or life in general should be a seamless journey down an easy path?

I'm not saying that a life of peace and grace can't be yours. I think it can and is for certain people. Even in a work environment, they have mastered emotional intelligence and can be successful. However, it doesn't mean that these people will never find themselves bathed in the fires of adversity.

Adversity can build strength of character, and the stresses involved are fundamentally what builds our resilience.

When faced with challenges, we have the opportunity to rise to the occasion, acquire new skills, and get ready for the next hurdle.

Understand that I'm not saying you should go out and look for trials and tribulations. If you're someone who regularly pursues challenges and looks to grow, you won't have to seek trouble — it will find you. That's an inevitable part of life and work life.

The real question is how we respond when it does. Do we retreat and complain about the unfairness of it all, or do we step up and deal with the challenge head-on?

You probably can't do that unless you view a challenge as an opportunity. This perspective transforms struggles into powerful catalysts for personal development. So, are you the kind of person who can do that? When the heat is on, can you calmly see the upside? Can you keep your head and see your path forward?

As the wise man once said: "When you're up to your eyeballs in alligators, it's tough to remember what made you want to come to the swamp in the first place."

The process of discomfort is that we go from: Discomfort → Change → Comfort → and back to Discomfort...then we repeat the process.

We experience periods of comfort only after we have navigated through discomfort and struggle. If we attempt to evade these feelings, we miss out on the growth that comes from overcoming adversity.

If we expend our effort trying to avoid trouble, don't we hinder our ability to solve problems, expand our capabilities, and eventually have true comfort?

The life of a hyper-aggressive online marketer is full of surprises. One day you experience the highest of highs, and the next the lowest of lows. Earlier, I said some of them have made millions of dollars. Well, some have lost a fortune, too.
(Con't.)

We may not be in that kind of a financial pressure-cooker, but the fundamental concepts are the same.

When discomfort knocks on our door, it's an invitation not to run, but to buckle down, put in the necessary effort and tackle whatever challenges we face.

Each struggle we face helps us adapt to those that may lie ahead.

Ultimately, discomfort is not our enemy; it is a crucial component of our journey. By seeing it that way and by accepting challenges when they present themselves, we establish a mindset that can help us make it through the things we're up against.

Tomorrow, my marketing friend is going to go up against the idea of working smarter, not harder. Wait, working smarter is not always the way to go?

That's the Extra Point. Be responsible and make something good happen today. For 93.3FM, the Ray Gibson Show, and First Hawaiian Bank, I'm Jerry Roberts.

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