

# THE EXTRA POINT

BY JERRY ROBERTS



## # 1790 Pursuing a Dream: How Unreasonable Should You Be?

Did you ever have a dream, or are you going after one now, where family and friends have told you to give it up? They don't believe it's right for you? All of your efforts will be a waste of time. Even if you're successful, you won't end up happy. Rethink the whole thing, get back on track and do something else, something better, something meaningful, something that's well...reasonable. But maybe you don't want to be the vision of what others think is reasonable. I'm Jerry Roberts and if you're someone who is more focused on reaching beyond yourself and beyond what others think is normal and safe, this one's for you. It's on the way next on The Extra Point.

I've known a large number of highly successful people. When I published Directions magazine, I interviewed almost 150 of them. Corporate executives, business owners, elected leaders, and others. All had good stories on how they achieved their success.

I discovered that people who are able to lift themselves and push themselves to high levels also had "non-negotiables".

These are things they will not do, not endure, not let people get away with — they are lines drawn in the sand and they will not be crossed.

Further, there are people who believe that everything can be negotiated, and that everybody has a "price", meaning that if the incentive is good enough, everybody will turn their back on what they said was their dream or main objective. Some do I'm sure, but not everybody. Others remain unreasonable, and unswayed by every argument thrown at them.

I've heard stories of people who worked in an office, suddenly quit and bought a food truck, or got involved with military contracting. It was something they thought they could do and be good at, and they left a safe career for another with lots of question marks.

Do you think they got a negativity bath from people close to them when they announced

their plans? When they countered with why they should follow through, do you think the word "unreasonable" ever came up?

What exactly does unreasonability mean? In the context we're using, it's not making silly or reckless decisions and it's not ignoring reality. Think of it this way: It's having a reasonable level of unreasonability.

In my heart of hearts, I wanted to be a starting pitcher for the Dodgers. I had the concentration, the drive, the mental toughness needed. That being said, God wasn't on board with the plan, because my fastball topped out at about 85 miles per hour.

My next dream was morning disk jockey on a big radio station. Truthfully, I thought that might be in L.A. I wasn't planning on Ordot, but I came to live in Guam, loved being here, and knew that I would eventually get my chance at the radio dream.

Six long years later, a Hawaii broadcaster bought KUAM and gave me my opportunity. Was I unreasonable to do other work without thinking of making it a career, waiting for new owners who had a new attitude?

I believe that this level of unreasonability is about daring to believe that you can achieve your dreams, even when the odds seem stacked against you. It's the drive to ask yourself, "Why not me?" Well, why not you?

How do we cultivate our unreasonability?

1. Reframe your mindset. Instead of viewing challenges as barriers, see them as steps to growth. Some days, those are half-steps.
2. Take calculated risks. Pursuing your dreams often requires stepping outside your comfort zone. Run through various potential outcomes and decide how you'll react to each. Decide how much risk you're willing to make.

(Con't.)

3. Your commitment must be rock solid. The path to success is rarely laid out in a straight line. Are you willing to work another job for income — for years — while trying to establish the dream?

Are you willing to sacrifice comfort and having nice things or a higher standard of living now, for the chance to have more later?

For many, they'll sacrifice whatever they have to. However, the thought of their kids also sacrificing stops them cold in their tracks. This is why you must think this through and ask yourself tough questions.

4. Surround yourself with support. After a while, hearing from the naysayers will get old. Eventually, you'll want to seek mentors and others who encourage your unreasonability. Maybe you can connect with people who are pursuing their own unreasonable goals.

This unreasonable path is definitely the road less traveled. There's also less certainty, and fewer (if any) guarantees.

Still, every year we hear stories of thousands of people who got to where they wanted to be because they decided to be unreasonable.

How about you?

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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