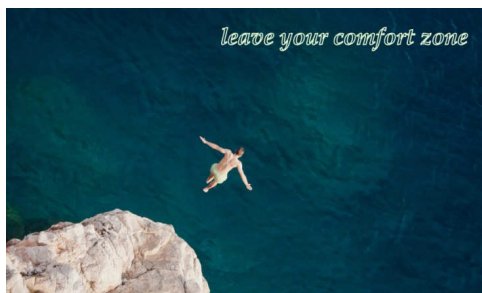




## VENTRAX BE TIMEWISE JUNE 2017 ISSUE

### 7 Reasons Why Comfort Zone is Dangerous

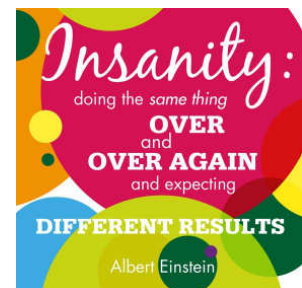


In order to achieve the success that you want, it does not matter how smart and hardworking you are, what matters is how willing you are to think and act outside the normal comfort zone. This is why Apple changed the game in computer technology, Manny Pacquiao became the world's greatest boxer and Mark Zuckerberg became the youngest billionaire by creating Facebook.

In situations where those who wants to create change and success in their life but aren't willing to be outside their comfort zone, we should remember what Albert Einstein had said,

***Insanity is doing the same things over and over again, expecting different results.***

Most people who have achieved their goals in life and are successful in what they do, had gone through situations where they've risked themselves and be out of their comfort zone. Because you cannot change your circumstance by doing the same things, you have to think and act outside your normal routine in order to achieve different result.



### WHAT IS COMFORT ZONE?



Comfort Zone is defined as a situation where you feel completely secure, comfortable and relaxed to what you currently have. This is the state which highly successful people try their best to avoid. Because opposite to what common people believes that being in the comfort zone is safe, successful people on the other hand knows how dangerous it is when you are in your comfort zone.

## 7 REASONS WHY COMFORT ZONE IS DANGEROUS

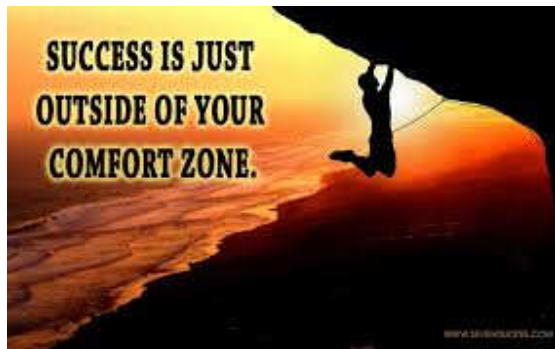
### 1. Comfort Zone Blocks Growth

When you are in your comfort zone, it is but normal to feel contented and secured. These two behaviours often cause us to close our doors to change and progress. We fear the discomfort that change will bring in our life. Fearing change is like disapproving progress and growth. And as such, it leads us to becoming obsolete in an ever changing world. Or worse, we are burdened by the changes of our world.



### 2. Comfort Zone Drives You Down to Hardship

As mentioned, unwillingness to go out of your comfort zone blocks your potential progress and growth. As we know, life is constantly changing, and if you are not changing, you have no other way but to go down in life. Since progress is blocked, your life situation and status will either remain constantly normal or it will get harder. This is the reason why there are poor people who are suffering in life while successful people are enjoying the prosperity of life. The former just go through life under their comfort zone while the latter is constantly developing their life through constantly taking risk to think and act outside the box.



### 3. Comfort Zone Leads to Boredom and Discontentment

Inability to get out of comfort zone has chain negative effects. The first effect you will feel is the lack of progress in your life. Next, lack of progress gives a lot of spaces for hardship. When you experience hardship, then you will feel bored or discontented in your life. I guess now you understand why you constantly feel burdened by life. And I hope you can answer why. You are right, being comfortable is often the reason for discontentment, because you did not let progress come into your doors, as such, you've allowed yourself not to experience so many great things in life.



#### 4. Comfort Zone Triggers Negative Mindset

The next chain effect of being too comfortable in life is idleness that which causes negative mindset and attitude. As I've observed, idle mind creates negative attitudes and circumstances.



There's even a saying that goes, *An idle mind is the devil's play ground.*

Because you feel discontented and you have more free time in your hands, you have a great tendency to create negative emotions and thoughts of negativity. This is why people who are hardened by life often become more hardened by life

because of negative emotion and thoughts. They choose to be in their comfort zone yet they endlessly complain and react instead of being proactive and do something to change their life circumstance.

#### 5. Comfort Zone Causes Lack of Drive and Purpose

Being in our comfort zone leads us to live life without purpose and drive. Because every day, we just do the normal things that we do and expect the same things we normally receive. As such, we don't see anything special with our day or our life. Have you noticed why successful people are energetic and enthusiastic while unsuccessful people have sour face? Because one is focused and energize to move towards its goal and purpose while the other is unwilling to take risk and just endlessly complain to life hardship or expecting life to be the same.



#### 6. Comfort Zone Leads to Missed Opportunity



Successful people achieve success because they are always in the look-out to grab opportunity at hand. On the other hand, unsuccessful people never achieve success because they wait for things to happen instead of creating it. When you are in your comfort zone, you are part of those who just wait for things to happen. Because unless you take risk and think outside the box, you cannot grab opportunity ahead of others. Being too comfortable causes you to be left behind.



## 7. Comfort Zone Limits Chance to Live Life to its Fullest

Experiencing life to its fullest is the moment you are no longer fearful to be out of your comfort zone, you have drive to push through your life purpose and you experience abundance in both monetary and non-monetary aspects of life. Unless you go out of your comfort zone, you will not feel the real freedom and prosperity of life. You always have “What Ifs” for not having the courage to try. For a final note, whenever you are faced to choose your comfort zone and be scared to take risk, remember this:

The 3 C's of life:  
**CHOICES, CHANCES, CHANGES.**  
You must make a  
choice to take a chance  
or your life will never change.

*We cannot become what we want to be by remaining what we are. We can only change our life, if we are brave enough to be out of our comfort zone. Because the first step to change in your circumstances is a change from within you. – Lou Macabasco*

### Leadership Develops When You Escape Your Comfort Zone

Successful leaders know that they must get out of their comfort zone to succeed. Great leaders from history are those who have spent a large amount of their time outside their comfort zone.



Leaders who take risks and step into their learning zone are those that succeed. It's only when you can give up what's safe and familiar that you create opportunities and develop new capabilities. As you do, you expand your influence and gain the skills required to take on bigger and bigger challenges. In this sense, leaders

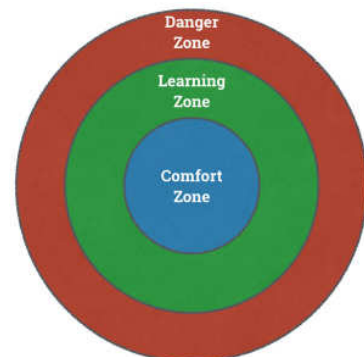
are self-made and not born, they are developed, not promoted. Leadership is a learned skill that is developed as you step out of your comfort zone.

### The Three Zones of Leadership

Leadership begins the moment you step outside your comfort zone.

There are three zones of leadership that impact our development as leaders.

1. **The Comfort Zone.** The comfort zone is where we spend most of our time. As the name implies it is the place of *comfort*, it is safe, easy and predictable.



2. **The Learning Zone.** The learning zone is the most important, this is the space between your comfort zone and your danger zone. This is where you push the boundaries of your existing skills and experience. This is where real learning and growth takes place.
3. **The Danger Zone.** The danger zone is the place where you are stretched too far, over-stressed and unable to lead.

Let's explore these three zones of leadership in more detail.

### The Comfort Zone



The first zone leaders may find themselves in is the *comfort zone*. Wikipedia describes a *comfort zone* as:

*“A psychological state in which a person feels familiar, at ease, in control, and experiences low anxiety. A person in this state uses a limited set of behaviours to deliver a steady level of performance, usually without a sense of risk.”*

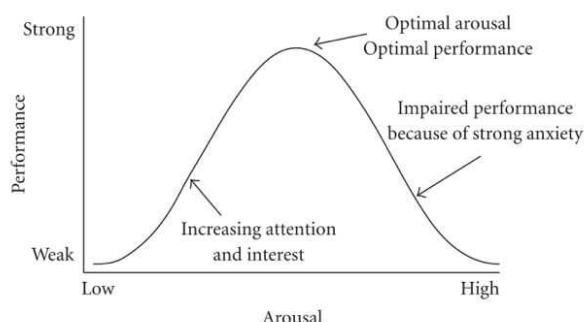
Your comfort zone is a psychological place where you feel safe and in control. You experience *low-anxiety* and you're using a *limited set of behaviours*. This means you're not growing or developing any new skills. Essentially you're *stuck on autopilot*, you're just going through the motions. Clearly this is not the place from which to lead.

*“You’ve got to go out on a limb sometimes because that’s where the fruit is.” – Will Rogers*

It's in our comfort zone that we feel safe and secure. It's the zone of routine, the place where we do those things we find safe, comfortable, easy and familiar. The comfort zone is a place where nothing particularly challenging happens.



### The Science of the Comfort Zone



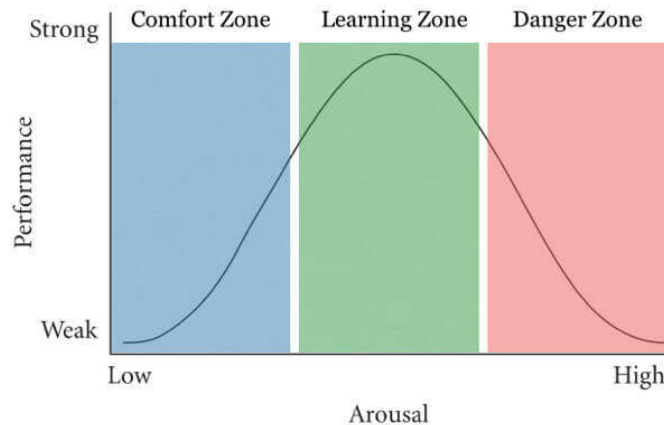
The science behind the comfort zone goes back to a psychology experiment conducted in 1908 by the psychologists Robert M. Yerkes and John D. Dodson, who were researching the role anxiety plays in performance. The researchers found that too little anxiety results in poor

Performance, whilst increasing anxiety causes an increase in performance. At the other extreme too much anxiety reduces performance. The findings from this research show that if we want to maximise our performance we need to be in a state of *optimal anxiety*.

The relationship between performance and anxiety is described by the Yerkes-Dodson law, as illustrated above. It shows that as arousal or anxiety increases, so does performance, up to an optimal point at the top of the curve.

If anxiety is increased beyond this optimal point, performance begins to decline. Too much anxiety and we're too stressed out, unproductive and performance declines.

The optimal level of anxiety then is found in the learning zone, just outside the comfort zone.



As illustrated above, any behaviour that produces a state of *low anxiety* keeps you in your comfort zone. As anxiety increases, the comfort zone extends into the learning zone and performance improves. As we continue to increase anxiety we will eventually find ourselves in the danger zone, where anxiety is too high and performance declines.

### Dangers that Lurk in Comfort Zones

*“Life is inherently risky. There is only one big risk you should avoid at all costs, and that is the risk of doing nothing.” – Denis Waitley*



You know you're in a comfort zone when you feel no anxiety, no pressure and no stress. You're doing things that are easy, comfortable and familiar. You're in control and doing things that you know how to do, they don't take much physical or emotional energy. It's dangerous to stay in your comfort zone for long periods of time, it leads to mediocrity, stagnation and a lack of growth. Leaders who spend too much time in their comfort zone end up bored and unchallenged.

## Comfort Zones Limit Your Goals and Dreams

Our dreams demand we grow to make them happen. Our dreams demand courage, the courage to take risks. No one has ever reached their dreams from within their comfort zone.

The bird who dares to fall is  
the bird who learns to fly.



The comfort zone places a lid on your potential and limits the achievement of your goals and dreams. When you're trapped in a comfort zone you fail to take the risks necessary to make your dreams a reality.

## Comfort Zones Limit Your Potential



You will never discover your full potential unless you step outside your comfort zone. To grow you must put yourself in a place where more is demanded of you.

## Comfort Zones Encourage Mediocrity

The biggest danger of living in a comfort zone is that after a while you begin to think that average is acceptable. You begin to fear the learning zone and anything outside your daily routine. You become psychologically stuck.



## The Learning Zone

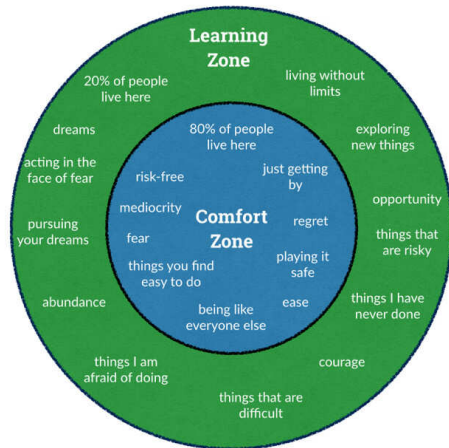
*"We need a place of productive discomfort, if you're too comfortable, you're not productive. And if you're too uncomfortable, you're not productive. Like Goldilocks, we can't be too hot or too cold." – Daniel H. Pink, **Drive: The Surprising Truth about What Motivates Us***

The learning zone is where the magic happens. Your learning zone is the space just outside the comfort zone. It's the place where leadership grows, success is built and goals are attained.



If you've ever pushed yourself to get to the next level in sport, fitness or by learning a new skill you know what it's like to step outside your comfort zone. You know what it's like in the learning zone.

It's like going to gym for the first time. The exercises are difficult and you struggle. They take a lot of energy and concentration to complete. However, each week you grow stronger, the exercises become easier and they require less energy to complete. However, as the exercises become easier, you get less physical benefit. Soon you find yourself becoming used to your exercise routine, your heart rate no longer rises and you're not sore in the mornings. When this happens you're no longer growing stronger. You're in a comfort zone. **The solution? You need to change your exercise routine. You need to switch to a new set of exercises. The same principle holds for other areas in our lives.**



Unless you spend time in your learning zone you'll fail to grow. You can go to gym every day, doing the same exercises for months and months without any

benefit. If what you're doing is comfortable and easy, you're not in the learning zone. And if you're not in your learning zone you're not growing.

### Leadership Develops in Your Learning Zone

Leadership begins at the end of your comfort zone. Leadership starts in the learning zone. History has shown that life rewards the risk-takers, such as Thomas Edison, Bill Gates, Steve Jobs, Nelson Mandela, Henry Ford, Elon Musk, and many, many more. These are leaders who have dared to step out of their comfort zone.

- Leaders who dared to change things.
- Leaders who dared to make a difference.
- Leaders who dared to make an impact on the world.



These are the leaders who succeed. Great leaders are those who made it a habit to step out of their comfort zone and into the learning zone.



## The Danger Zone

*“Only those who risk going too far can possibly know how far one can go.” – T.S. Elliot*

At the end of your learning zone you enter the danger zone. This is the place where you start to lose focus, you begin to panic and performance declines.



You need to ensure that you don't push yourself too hard, too quickly and thereby land in the danger zone. Going back to our gym example. If you try to lift a weight that is too heavy, you're likely to damage your tendons or tear a muscle. The lesson is to remain in learning zone and stay out of the danger zone.

Successful leaders keep themselves out of the danger zone by taking regular breaks. They place themselves in the learning zone for a period of time and then retreat back into their comfort zone for a short time to take a break. Once rested they prepare for the next push into the learning zone.

## Decide to Spend More Time in Your Learning Zone

*“One can choose to go back towards safety or forward towards growth. Growth must be chosen again and again; fear must be overcome again and again.” – Abraham Maslow*

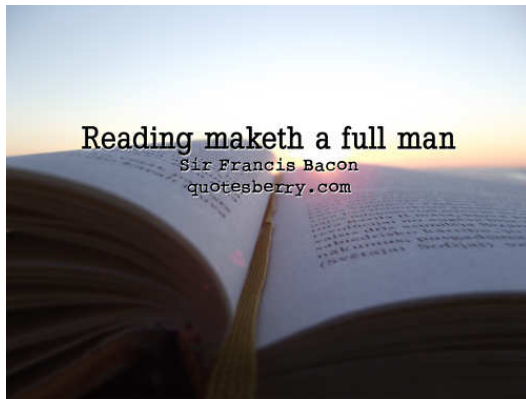
Leadership is the ongoing process of choosing between safety and risk. You will therefore need to make a deliberate effort to spend time in the learning zone. Choose to spend more of your time in the learning zone.



- Which are these three zones of leadership do you find yourself in most often?
- Do you need to spend more time in your learning zone?

Try something new each week. If it doesn't challenge you, it won't change you.

## READING HABIT HAS TO BE CULTIVATED



'Reading maketh a full man' said celebrated English philosopher Francis Bacon. It means that anyone who aspires to be a 'complete' human being has to read and keep on reading.

Statistics show that although Malaysia's literacy rate is 93 percent, the average Malaysian spends only about 30 minutes a week reading newspapers and read only about two books a year. In view of these statistics, it is obvious that Malaysians are not reading enough and steps must be taken to promote the reading habit.

For one thing, the reading habit has to be cultivated from a young age. Children must be made aware that reading can expand the imagination, improve vocabulary and increase knowledge. From this stepping stone, children should grow to appreciate reading as natural and not a chore.

Furthermore, parents should set the example by reading at home, be it newspapers, magazines or story books. Children should be brought up in an environment where books and other reading materials constitute part of their daily lives. Home libraries could also provide this conducive environment. All homes should have a library, no matter how small, to encourage family members to read and to make reading a passion. Children should also be given books as presents, taken regularly to bookshops and public libraries, and encouraged to read during their leisure hours. Children should look upon books as ultimate prizes when they achieve excellent results in schools. In fact, libraries should be established in housing estates in towns, and mobile libraries should travel to the rural areas. More reading campaigns should be organised at the state and district levels.



Undoubtedly, steps should also be taken to reduce the prices of imported books. The prices of such books have increased by as much as 40 percent and that puts them beyond the budget of the average Malaysian.

As the country is marching into the era of science and technology, it is necessary for all Malaysians, especially students, to gain greater knowledge and hone their thinking skills through reading. Therefore, it is certain beyond any doubt, that the reading habit has to be cultivated among Malaysians.

## **SELF DEVELOPMENT SEMINAR – JULY 2017**

### **Topic for SDS at Banker's Club**

How to Inspire Ordinary People to Do Extraordinary Things?

Date : 5th July 2017  
Venue : Banker's Club Kuala Lumpur  
(Amoda Building)  
Jalan Imbi  
(Opposite Berjaya Times Square)  
Time : 6pm - 8pm

### **Topic for SDS at Puchong Office**

How to improve Your Sales Skills, Even If You Are Not a Salesperson?

Date : 26th July 2017  
Venue : Ventrax Management Sdn Bhd  
37 & 39 Jalan TPP5/17  
Taman Perindustrian Puchong  
47160 Puchong  
Selangor Darul Ehsan  
Time : 6pm - 8pm



## Timely Inspiration

The reason why people do not want to set goals is because they are comfortable where they are. Many are happy to remain in their comfort zone and they are happy to steer clear of any risks. This is much like a frog thrown in a pot of boiling water – it would immediately leap out. On the other hand, if the same frog was placed in an empty pot, and then cold water is poured in, what would the frog do? Most probably, it would remain in the pot. Now, if this pot was placed over a fire which slowly heats the water, you would realise that the frog would unconsciously get used to the increasing temperature of the water and as the frog becomes so comfortable, we would soon have a cooked frog.

Like the frog, whenever you are faced with a drastic change, you would most likely reject the change and shy away from it. But if changes are made gradually, you might slowly become accustomed to the change and subconsciously accept it. Many people do not want to change as they cannot stand the shock. In context, these are the same people who refuse to take the time to sit and write their goals.

What you need to realise is that whatever the mind can conceive and believe, the mind can also achieve. Every so often you are caught up in the blame game that you shut yourself out from possible solutions.

What you need to do is ask yourself how you are going to live in the next 10 years of your life? How you live today dictates the kind of tomorrow you are committed to. What are you going to do to stand up and be counted? What is important to you right now and what will be important to you in the long term? What actions do you need to take to shape your ultimate destiny? As I mentioned earlier, your mind is like soil; whatever you sow, will be what you reap.

*(Extracts from “How long can you wait for results”)*



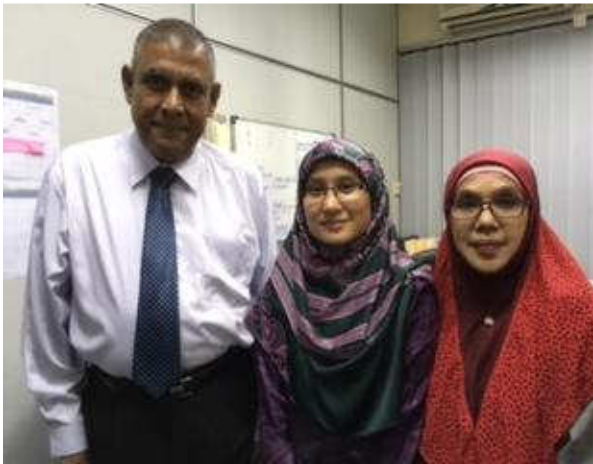




### **NEWS....AT ....VENTRAX.....**

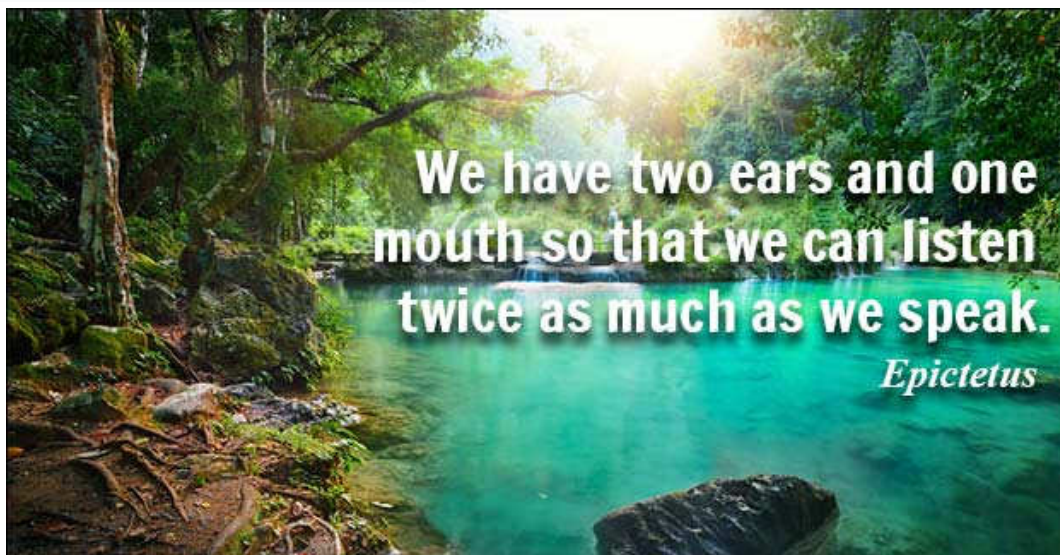
**Dr Venga this year has endeavoured into a journey to meet his clients from time to time. These are mainly the users of the planners for more than 15 years.....**





# reflections

Failure will never overtake me if my



etermination to succeed is strong enough.