

EVERYTHING  
YOU'VE EVER  
WANTED IS  
RIGHT  
OUTSIDE YOUR  
COMFORT ZONE



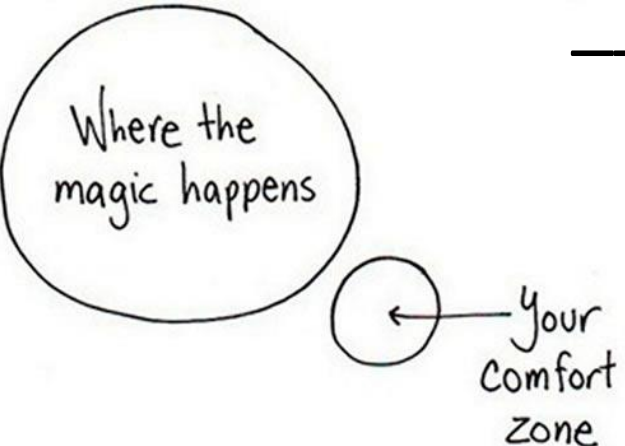
**Sandler Training**  
Finding Power In Reinforcement

# What Makes You Most Uncomfortable?

ACCORDING TO THE BOOK OF LISTS OF  
“BIGGEST FEARS”:

\_\_\_\_\_ RANKED 7<sup>TH</sup>

\_\_\_\_\_ RANKED 1<sup>ST</sup>



Where the  
magic happens

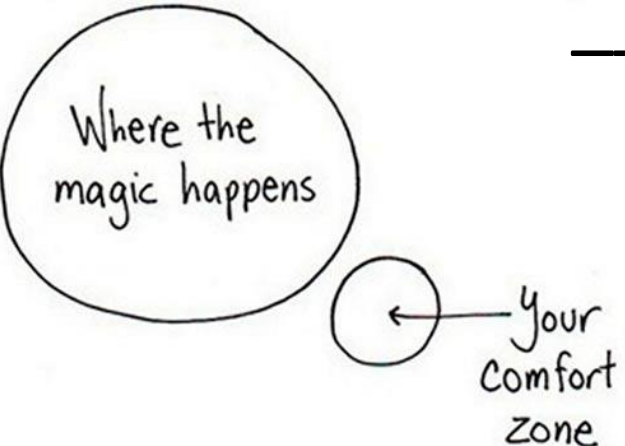
← Your  
comfort  
zone

# What Makes You Most Uncomfortable?

ACCORDING TO THE BOOK OF LISTS OF  
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Where the  
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← Your  
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# What Makes You Most Uncomfortable?

ACCORDING TO THE BOOK OF LISTS OF  
“BIGGEST FEARS”:

DEATH RANKED 7<sup>TH</sup>

PUBLIC SPEAKING RANKED 1<sup>ST</sup>



Where the  
magic happens

← Your  
comfort  
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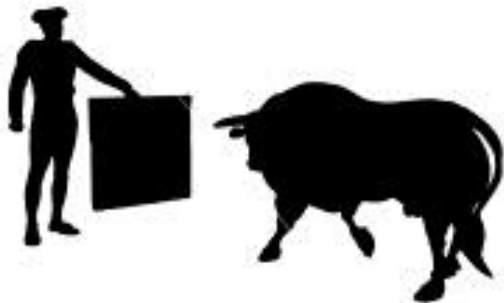
# What is a **comfort zone**?

**Wikipedia says:**

A **comfort zone** is a behavioral state within which a person operates in an **anxiety-neutral** condition, using a **limited set of behaviors** to deliver a **steady level of performance**, usually **without a sense of risk**.

In bullfighting, there is a term called querencia. The querencia is the spot in the ring to which the bull returns. Each bull has a different querencia, but as the bullfight continues, and the animal becomes more threatened, it returns more and more often to his spot.

As he returns to his querencia, he becomes more predictable. And so, in the end, the matador is able to kill the bull because instead of trying something new, the bull returns to what is familiar. His comfort zone.



**Carly Fiorina**

**As a child, young adult, adult, what was something you found uncomfortable or were reluctant to try?**





The danger isn't moving from your comfort zone.

The danger is staying in your comfort zone.

*Where has this been true for you in your career?*



# *What is holding us back?*



# DISC

**TASK**



**RESERVED**

**ACTIVE**

**PEOPLE**

# D-Style – 10% of the population

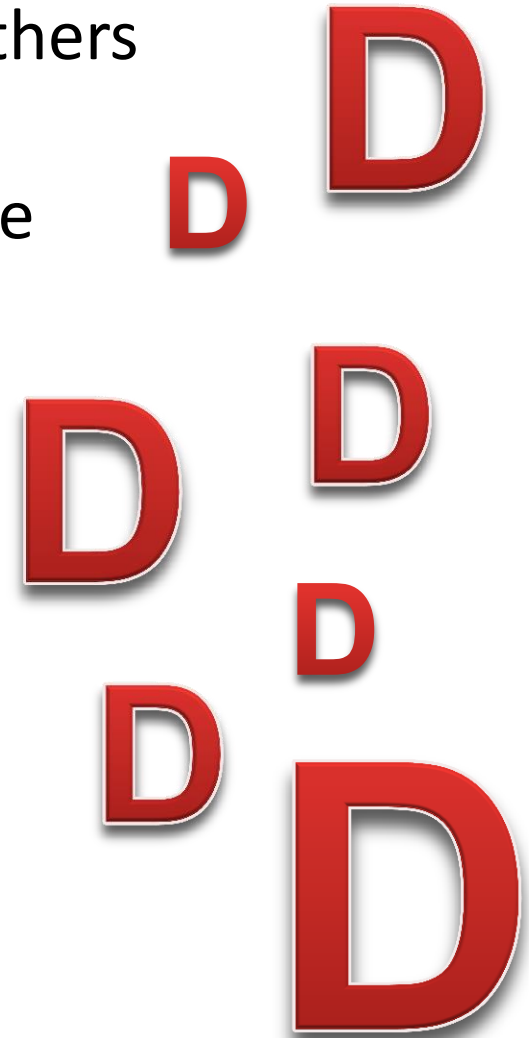
**Under Pressure:** Lack of concern about others

**Fear:** Loss of control - want to be in charge

**Release Mechanism:** Exercise

Any “D”s in the room?

Who might be a famous “D”?



# “D” People

**MADONNA**

**JENNIFER LOPEZ**

**PINK**

**DR. PHIL**

**JOHN McENROE**

**HILLARY CLINTON**



# I style – 36% of the population

**Under pressure:** Disorganized

**Fear:** Social rejection

**Their Motto:** I'm a nice person – I like to be liked

**Release Mechanism:** Party!!!

**Any "I"s in the room?**

**Who might be a famous "I"?**



# “I” People

Robin Williams

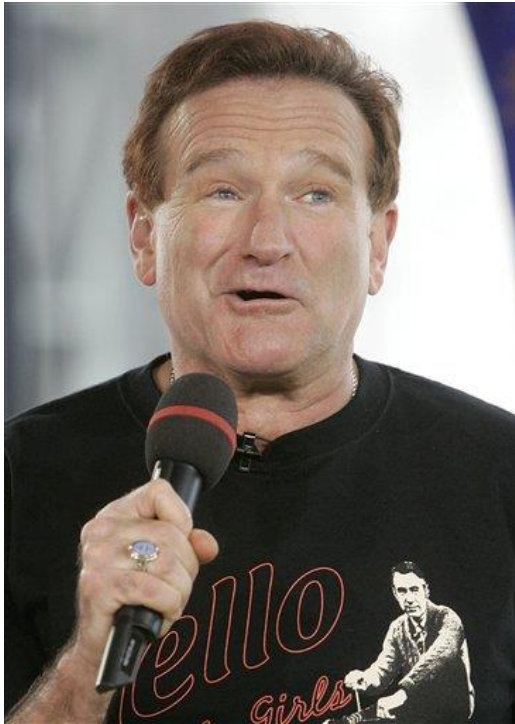
Jay Leno

Dolly Parton

Bill Clinton

Ashton Kutcher

Jim Carrey



# S-Style – 29% of the population



**Biggest buyers of “How to” books**

**Under Pressure:** Too willing. May say “yes” too willingly

**Biggest Fear: Loss of stability**

- Like to interact with other people
- Less animated, more reserved than “I” style

**Release Mechanism:** Read a book

**Any “S”s in the room?**

**Who might be a famous “S”?**



# “S” People

**Gandhi**

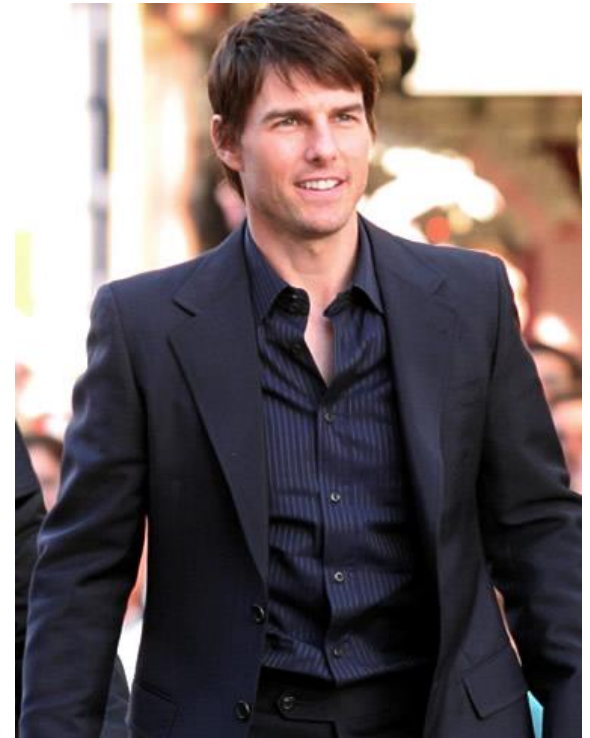
**Michael J. Fox**

**Halle Berry**

**Princess Diana**

**Mother Theresa**

**Tom Cruise**





# C-Style – 25 % of the population

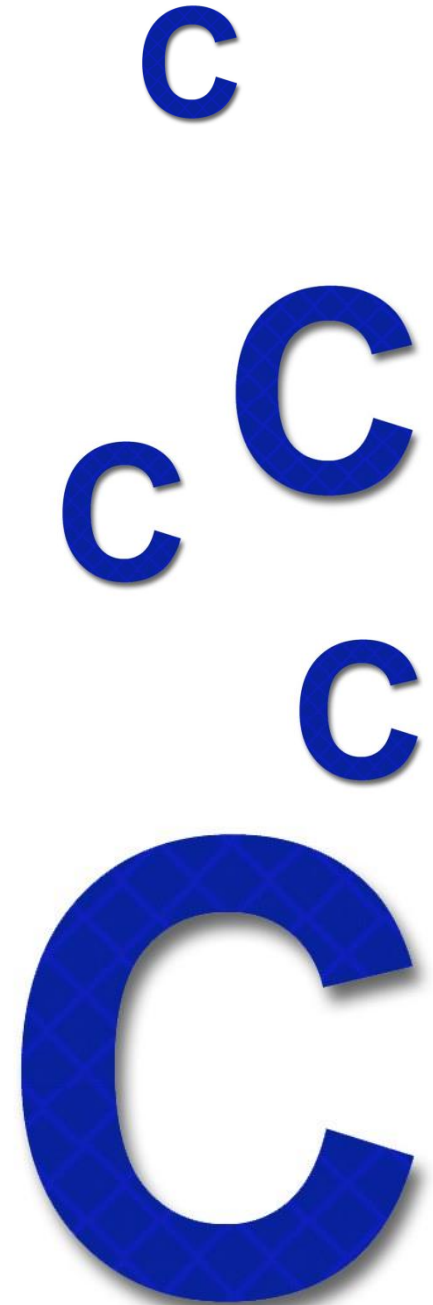
**Under pressure:** Overly critical

**Fear:** Criticism of work

**Release Mechanism:** Quiet time

**Any “C”s in the room?**

**Who might be a famous “C”?**



# “C” People

Spock

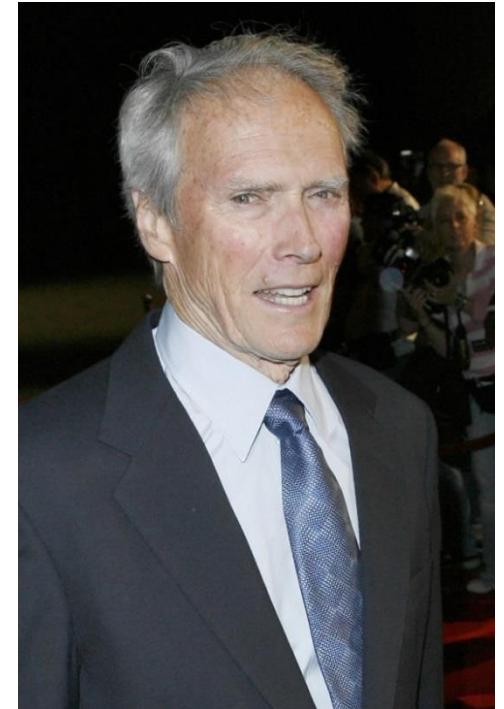
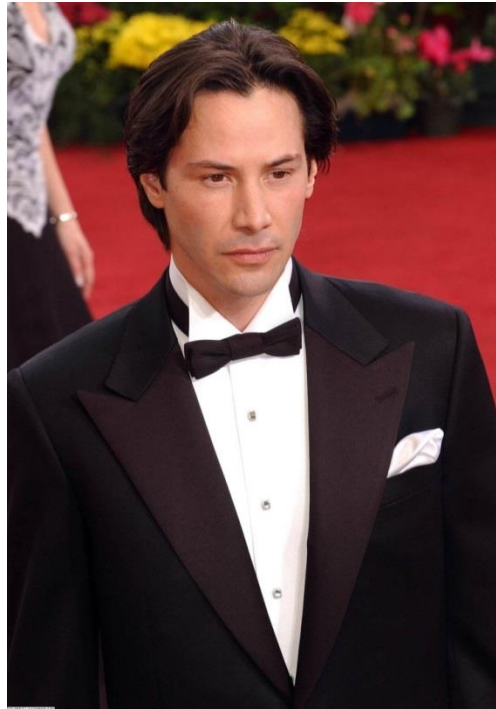
Tiger Woods

Clint Eastwood

Al Gore

Keanu Reeves

Albert Einstein

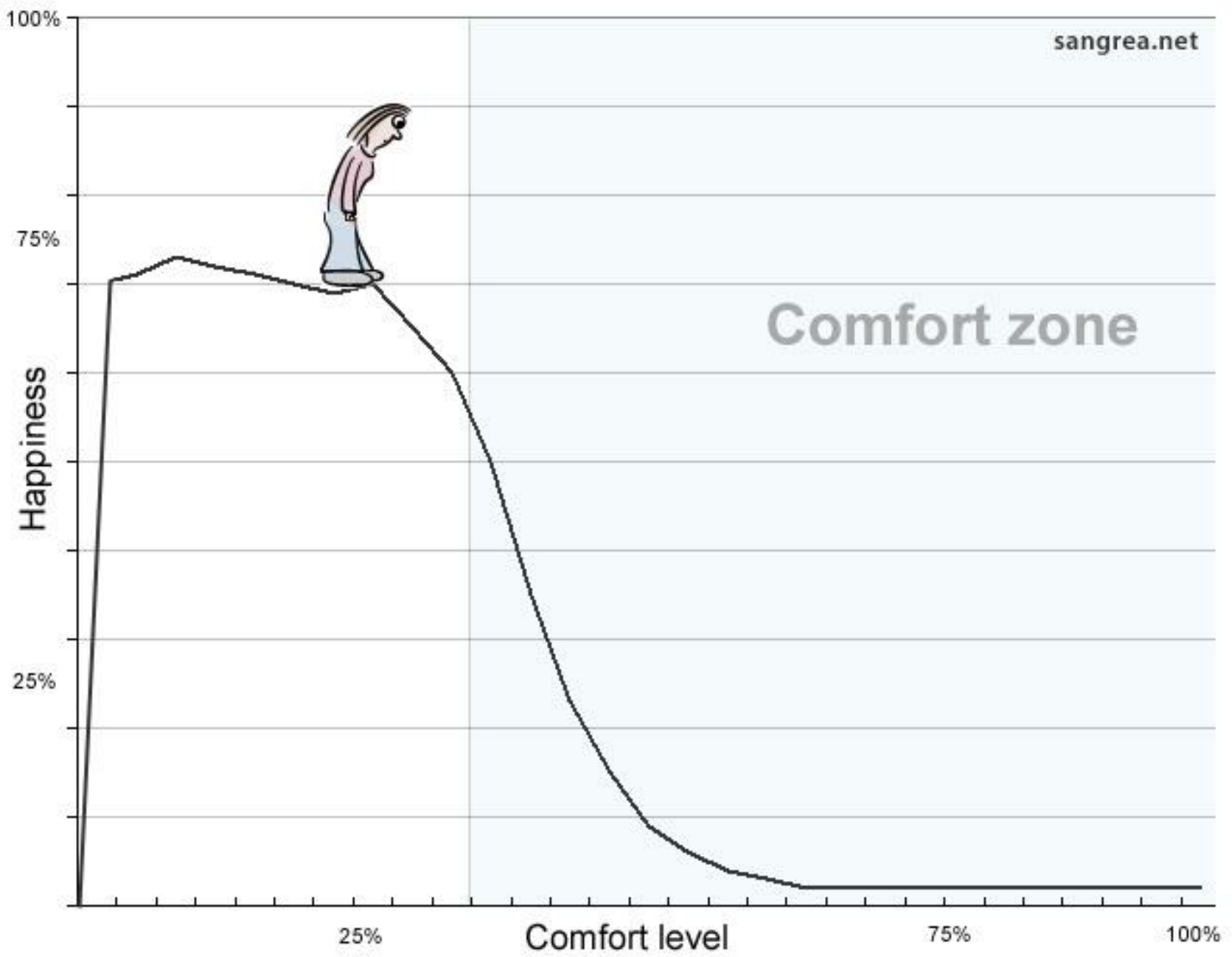


**C** **ompliance**  
- Precise  
- Analytical

**D** **ominance**  
- Direct  
- Assertive

**S** **teadiness**  
- Easy Going  
- Amiable

**I** **nfluence**  
- Outgoing  
- Talkative



# The “I” and the “R”

## The “R” – the outer self

- What we do - the many roles we play in our lives

## The “I” – the inner self

- Who we are – the way we think about ourselves



What do you need the  
**courage** to do in your job?

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# Exercise

Think of 1 or 2 of your **self-limiting beliefs**.

Write them down.

- What is the payoff for overcoming them?
- What are the consequences of not conquering them?



# Collaborate

**Share** with the person beside you.

–Give some advice

–Get some advice





# What's your plan?

- Timeline
- Challenges defined
- Help required
- Accountability required
- Behavior traps



***Fail to plan, plan to fail.***



life shrinks

or expands

in proportion

to one's

courage

(anais nin)

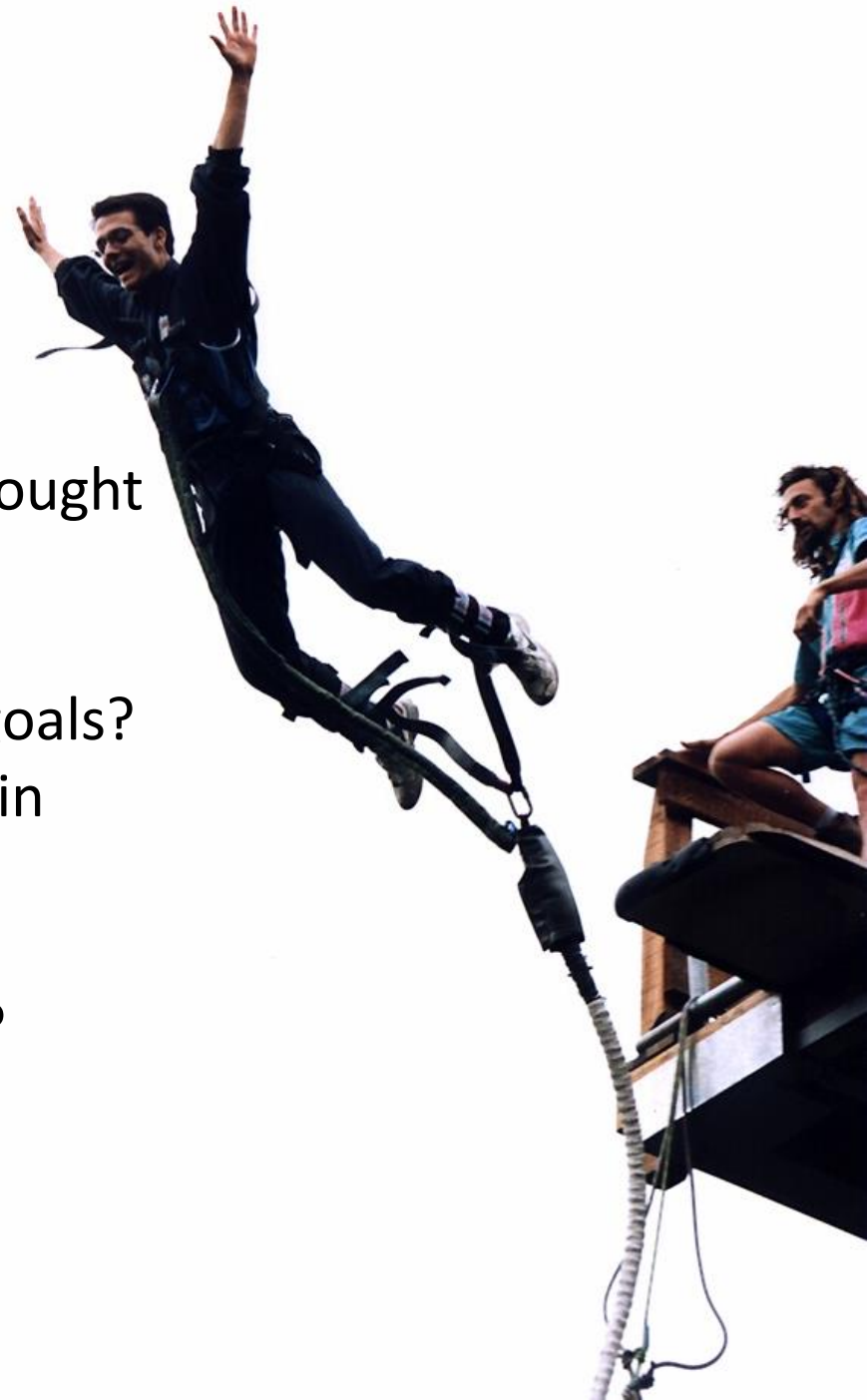
**TRY AND FAIL**

**OR...**

**DON'T TRY  
AND FAIL.**

# What if...?

- ✓ you weren't afraid of what people thought of you?
- ✓ you didn't have a fear of rejection?
- ✓ you were totally committed to your goals?
- ✓ you weren't afraid to plant your feet in difficult situations?
- ✓ you weren't afraid of taking risks?
- ✓ you didn't hold off making decisions?



***WHAT IF YOU JUST TOOK THE PLUNGE?***

**It's not how you feel that  
determines how you act...**



**...but how you act  
that determines  
how you feel.**



Take the  
plunge.

# *Thank You*

**Eric Fry**  
**efry@sandler.com**



**Sandler Training**  
Finding Power In Reinforcement<sup>SM</sup>