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The Price of Success

“Come to the edge of the cliff,” he said. “We’re afraid,” they said. “Come to the edge of the cliff,” he said. “We’re afraid,” they said. “Come to the edge of the cliff,” he said. They came. He pushed. They flew.

Success comes at a price.

It may take a significant amount of time to produce the result you are seeking.

It may cost a sum of money to fund your new project, to learn the ropes and get it up to speed.

The time spent may place a toll on your relationships or negatively affect other areas of your life that are now being neglected. Your health may suffer because you are not getting any exercise. Or, on the flip side, your body may start to break down because you are working and exercising too hard (think pro athlete).

But the largest cost is usually to our comfort zone. We don't mind being mediocre because it's comfortable. We don't mind being lazy because it's comfortable. And learning, growing, practicing new skills can be hard, challenging and... most certainly... uncomfortable. Because it is different. Unusual. Out of the norm.

Remember how you felt first day at your job? First time at a new networking event? First time you were called upon to speak publicly?

Are you up for a challenge?

The biggest challenge we all face is to challenge our own self-doubts and our tendency to preserve and protect what we already have versus striving to create more.

It is self-doubt and laziness that defines who we are and what we can become.

After all, it's easy to stay the same; it's not so easy to change.

Because change is unfamiliar and it is uncomfortable.

So if you really want success - you HAVE TO be willing to embrace feeling uncomfortable because success demands you go where you have never gone before. Success demands you risk more than you ever have. Success insists you move faster and farther and stretch more than you ever thought possible.

Think about getting an accountability partner. Someone you have to hold yourself accountable to. Someone who's job is to encourage you to come to the edge of the cliff. To STAY UNCOMFORTABLE. Because if you are comfortable you aren't growing. If you are comfortable you are being lazy and have settled for mediocrity.

Is that really the legacy you want to leave? The example you want to set? The height you want to reach?

Oh, and just the process of asking someone to hold you accountable may be uncomfortable - a HUGE CLUE that you may be pointing in the right direction.