**Stick or Twist? Why we stay in our comfort zone and how to get out of it**

I hope you all know that the Charity IT Leaders Annual Conference is happening on 10 and 11 October at Whittlebury Hall Hotel. If you haven’t booked your place yet, why not?! Click [here](https://charityitleaders.us8.list-manage.com/track/click?u=efe473d960466fb6d05cc3271&id=f896df0188&e=6f0b256dce) for further details and to book your place.

To give you a flavour of the quality of the speakers, here’s a short teaser piece from one of our brilliant keynote guests, Michael Heppell. Michael is widely regarded as one of the top three speakers in the world and his presentations have been seen by more than 250,000 individuals. He’s a #1 bestselling author, and he’ll be challenging you to be your brilliant best when he speaks at the conference.

In these 400 words you’ll find out why 37% is so significant, how ten people can help you make a significant change, and whether you should ‘Stick or Twist’…

Go on, "**stick with it"** they say.

Good advice?  Well actually......no.

Sticking with something can become counterproductive after a while; and it happens sooner than you think. In fact, clever boffins have worked out something called 'Optimal Stopping Theory', which basically means the amount of time you'll stick with something before you stop - make a decision - or quit.

Think about it:

When shopping for a new top you won't look at every item in the store. You'll try so many then decide.

If you're looking for love, you won't want to date every available person.

If you move to a new area you probably won't eat in every restaurant before deciding on your favourite.

And here's the spooky part. The answer to all of the above is exactly the same.

37%

Yes - if there are 22 tops to try, you'll make your mind up after picking 8.

If you're up for dating 40 people, you'll meet the love of your life after 15.

And if there are 16 restaurants in your new town, you'll find your absolute favourite after munching in just 6.

So, don't beat yourself up if you've thrown in the towel after 37 of a possible 100 attempts.

You're not a quitter - it's maths. But it can help if you take a risk, 'twist' and get out of your comfort zone.

The expression, 'Get out of your comfort zone' is bandied about all too frequently.

The truth is we don't do it.  And the number one reason? It's too uncomfortable.

And when people like me tell you, "All the big growth takes place outside of your comfort zone" you don't really want to hear that.

Actually, that's not true, you're happy to hear it; it's in the action that you come unstuck.

So, I have a challenge.

Commit to just one thing in the next 7 days that will really stretch you.  And here's the important bit.

**Tell 10**

Tell 10 people what you are committed to doing.

You'll be much more likely to do it if you tell 10 friends, family, Facebook friends, colleagues etc. that you're going to do something than if you just tell one (or no one!).

Before 11th October have one thing ticked off your list which scares you.

Be Brilliant!

Michael

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