ACCELERATE
COACHING

The Link Between Groundhog Day & Your Comfort Zone

Want to know an uncomfortable truth about Bill Murray's character in the movie *Groundhog Day*? It might make you look at life differently.

We're all prone to sweet-sounding half-truths, from time to time. Some have nastier side effects than others. That's why we're so put off by Phil Connors (Murray's character). At the beginning of the story, he's as arrogant, condescending and snarky as they come.

But here's the truth … **he was a product of his comfort zone**.

You might wonder how anyone could be "comfortable" acting like a jerk and putting people down. But that's probably not how Phil started out. He just *ended up* that way.

Phil swallowed a sweet-sounding lie. He didn't think he needed to grow in life, any more than he already had. It's one reason entrepreneurs experience burnout, withdrawal, cynicism and other negative emotions: life changes, *but we do not*.

At some point, what worked for Phil as a teenager and young man stopped working. Little bits of dialogue in the opening scenes reveal his career as a TV weatherman is stalled.

He's stuck traveling to Punxsutawney, Pennsylvania, to cover Groundhog Day Festivities. He hates it, but all he can do is assure his colleagues, "This will be the *last* time we do the groundhog together." As they roll their eyes.

Does any of this sound familiar to you? Have you perhaps become overconfident, or adopted a false narrative? People who join coaching programs usually struggle professionally more than personally, but sometimes it can be the other way around.

Maybe you're really good at what you do…but by yourself, pride and complacency are stalking you. Perhaps there are loftier-than-appropriate ideas starting to take root in your mind. Our client Trandon, a representative with Secure24 in Maryland Heights, described it this way:

> *"I was in a very productive time where my business tripled," he said. "I got to the point where I had no goals to hit or records to break. I was in a place of isolation and boredom. I joined the Accelerate program for community, accountability and raw honesty."*

Trandon didn't need more clients or referrals, though he ended up getting them. He wanted people to share portions of his life, as we all do. He wanted a safe place to become a more mature businessman, father and leader. He was wise enough to know he wouldn't last very long in isolation.

What about you? Could your business strategy use an extra set of eyes? Or how about your life in general?

If not you ... then who comes to mind when you think of someone you know who is struggling? Who in your orbit is up all night, stressing themselves out? Who do you know is getting carried away with a false impression of themselves?

We love coaching and being around extraordinary people, building something special so they can win at work and home. If you or someone you know are open to a conversation about coaching, feel free to give us a call at 314.220.2233 or email us at everyone@briankmcrae.com and let's talk.