



## The dangers of 'comfortable'

Ahhh, comfortable, it feels good.

Yet this feeling is deceptive.

As it is actually just the opposite - it's bad for you.

Every person on the planet enjoys being comfortable. Warm, full, safe, and happy. Therefore we strive towards it.

In the 21st-century comfort levels have risen to absurd levels. Our modern world resembles a paradise. And the fantastic book "Hunger in paradise" by [Rasmus Ankersen](#) does a great job to highlight the problems this privileged situation is causing. When everything goes well – you have ALL the answers. On the flip side, when things are against you, you ask yourself all sorts of questions, and this is when you grow.

Remember Einstein:

“

*Every now and then a man's **mind** is **stretched** by a new idea or sensation,  
and never shrinks back to its former dimensions*

”

We are so comfortable we can't even be bothered learning, now people are looking for hacks. We don't want to exercise, going to the gym has become a social media event. We don't want conflicts with our kids, so we devolve into curling parents.

This is dangerous and detrimental to what we are created for.

We must learn to embrace adversity, cherish when things are difficult - because that is when we need to think, to work, to create - that is when we grow.

Plus it will give the added benefit of preparedness when life one day does go sideways. It's not a question of 'if' but 'when'.

Stay hungry!

Stick with it