



**“ For any challenges you encounter, stay committed to the lessons you may learn along the way.**



*We need to allow the tougher moments to be beautiful, meaningful and effective. This is when we grow, when we get faster, and when we develop resilience. This is where lasting success is built.*



I know it doesn't look like it, but I do work out a little bit. It's something that I've always enjoyed doing, but it feels like no matter how hard I work out or how far I swim or run or bike, I always seem to look the same. But let's be honest, I'm sure this has a lot more to do with the pizza that I eat rather than my physiology or genetics!

I want to tell you about a hill — we'll call it my hill. It's very steep, rough, dusty and difficult to walk up. On a regular basis over the past 20 years, I drive out to the mountains not too far from my house and I run, stagger, walk and sometimes even crawl this 4 1/2-mile loop.

Throughout the route there are a few hills, but there is one section that always challenges me. Over time, it became somewhat of a nemesis — a Goliath, a barrier, a point of pain — that I wanted to avoid. It didn't matter where I was on my fitness or weight management journey, the hill never seemed to get any easier.

But more recently, I have tried to shift my perspective on the mental aspect of the climb, rather than just focusing on my lung and leg power. For too long, my effort and discomfort were making me feel down and I thought I wasn't achieving anything. This overshadowed the fact that my climbing speed had been improving a lot! But I hadn't noticed the improvements because I wasn't dedicated and patient enough to establish a means of measurement.

It was only when a friend who used to walk with me recently joined me and noticed my improvements, providing a point of reference for my progress. The effort I was putting in felt the same, but the results were different.

We are all a little guilty of this in our lives, especially in our Forever businesses. We don't put valid and accurate moments of measurement in place. Instead, we often use comparisons, which is actually a distraction from reaching our goals. In our lives and in our businesses, there are uphill challenges and downhill cruising, when things flow. And, there are a lot of boring flat parts too. But we must be careful and honest enough not to be discouraged by the siren call of comparison. Life isn't a series of Instagram posts, where we record our best self and present that fraction of a second as the full story. Life is so much more all-encompassing.

I think when you look at the human experience, it's all kind of similar. There are some great, thrilling moments and then there are difficult uphill climbs. But there are also a lot of times when we're just moving forward and plowing on. We need to allow the tougher moments to be beautiful, meaningful and effective. This is when we grow, when we get faster, and when we develop resilience. This is where lasting success is built.

So instead of hating my hill and becoming intimidated, or even trying to avoid it, I changed the way I think about it. Now, I am almost grateful for it. My hill has made my heart and legs stronger, it has taught me endurance, and it has helped me to learn to be comfortable with being uncomfortable.

So through two small adjustments, I have made my foe become my friend: I established a means of impartial measurement, and I changed my mindset to accept that what was challenging me was actually making me stronger.

For any challenges you encounter, stay committed to the lessons you may learn along the way. And remember that the reward can come with reaching the top, but sometimes the reward is the journey of getting there.

Cheers,

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