

Robin Sharma
Do What's Most Difficult

Sam Keen had a great line, *"You are caught by what you are running from."*
Genius.

We attempt to structure our lives to avoid our fears but that's about as intelligent as straightening the deck chairs on the Titanic. The best way to overcome a fear is to face your fear. As a matter of fact, every time we do something we've been avoiding, we take back the power that seemingly scary or difficult thing had over us.

Every Leader Without a Title and world-class Productive runs toward what they are most resisting versus toward the exit door. They feel the fear of tackling a game changing project and do the project anyway. They acknowledge the sweaty palms before the high-stakes presentation, and give the presentation anyway. They experience the runaway heartbeats accompanying asking for the biggest order in the history of their company, and they ask anyway. And that's what makes them great.

Keep Leading Without A Title,

Robin