



Be Uncommon: Find Comfort in Discomfort

Peter Makara – Be Uncommon

If you're reading this blog chances, are you have heard the saying "*growth happens outside your comfort zone*", and that's what **Be Uncommon** is, finding comfort in discomfort in order to be the best version of you.

Most people associate discomfort with struggle, something to avoid, push through, or overcome. What do most people do when feeling cold? If your answer is "*to get warm and comfortable*", that's OK, it's common. In fact, it's so common that most people spend their whole life trying to be comfortable. Being Uncommon means choosing a different relationship with discomfort.

Finding comfort in discomfort is not about punishment or toughness. It is about training yourself to perform optimally when conditions are not ideal, when motivation is low, pressure is present, or progress feels slow. This is how hidden potential is accessed. Over time, it's how individuals, teams, and organisations become the best version of themselves and when conditions allow, where peak performance emerges through flow.

In order to unlock hidden potential and perform to your best, you need to find comfort in discomfort. Sir Edmund Hillary and Sherpa mountaineer Tenzing Norgay would not have been the first climbers to reach the summit of Mount Everest if they were not willing to endure the extreme cold and constant risk of injury or death, in other words, to seek out discomfort. Sir Edmund Hillary said, "*it's not the mountain we conquer but ourselves*" and that's what choosing to Be Uncommon is, conquering ourselves so we may reach the highest peaks of our potential and hidden capability.

That same discipline is what sustains performance in leadership, teams, and life today.

Growth Mindset

Mindset can have a profound impact on your willingness to seek growth through discomfort. Psychologist Carol Dweck's research on mindset revealed that individuals with a growth mindset, who believe abilities can be developed through effort and challenge, are more likely to embrace challenges and persevere through setbacks. This perseverance is crucial for overcoming the discomfort encountered on the path to excellence. In her book *Mindset: The new psychology of success* (2006) she writes "*through a growth mindset you'll see how to unleash your potential*".

Finding comfort in discomfort does not require extreme acts. It requires discipline and consistency. One simple way some people begin is by intentionally meeting mild discomfort each day, for example, finishing a shower with cold water. Not as a test of toughness, but as practice. Practice staying calm. Practice breathing. Practice choosing discipline over impulse. Cold exposure is just one example. The principle matters more than the method.

The real question is: what do you do when conditions are uncomfortable, and does that response serve the best version of you?

Find comfort in discomfort for better overall wellbeing

Being Uncommon is to embrace the things that challenge you physically, mentally, and emotionally in order to grow and move forward when others are standing still. When things get tough you will lean in and be open to learning from the experience. You will be more resilient, accepting, and able to learn, grow and adapt to the everyday challenges in leadership, teams, sport, and in life.

Dr. Andrew Huberman, professor of neurobiology at Stanford University in his podcast [The Science and Practice of Movement](#) discusses how discomfort is crucial to both intellectual and physical endeavours. He talks about discomfort being a marker for challenging ourselves and pushing our boundaries, which is necessary for growth and progress.

Dr Susanna Soeberg in her podcast [Why stress is a Good Thing](#) shares how exposing yourself to the cold, embracing heat, and intentional movement can create a profound connection between body and mind. Through her research, Dr Soeberg PhD discovered that just 11 minutes of cold exposure and 57 minutes of heat per week was enough to unlock numerous health benefits. From lower blood pressure to increased insulin sensitivity, cold and heat exposure can pave the way to better overall wellbeing.

Used deliberately, discomfort strengthens the connection between body and mind, supporting resilience, clarity, and a practical pathway toward wellbeing and sustained performance.

The Practice

An actionable take away is to do something that makes you uncomfortable every day. Start small, then once you find comfort in that discomfort, ramp it up again. Be disciplined and consistent in that challenge for 50 days. Notice the difference in your mood, clarity of focus, and general wellbeing once you commit to the practice of finding comfort in discomfort.

Remember, being Uncommon is a daily practice. If you need help to feel your best and perform your best, book a [free intro session](#) at [Be Uncommon NZ](#)

Related content

[Mark Devine Living and Uncommon Life](#)

[Huberman Lab Podcast: Dr. Susanna Sjøberg: How to Use Cold & Heat Exposure to Improve Your Health](#)

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