



MBDⁱ insight #17

When the pain of change is less than the pain you're in ... you will change.

This is a uniquely MBDⁱ insight. We don't know where it originated. However, it is based on Herzberg's Motivation Hygiene Concept, which says that people are more motivated to avoid a negative-pain- than necessarily to pursue a positive. At some time, all of us have come to realize that motivation first starts with a dissatisfaction of where we are. The degree of that dissatisfaction and the ramifications of the situation generate the pain that you are in. Only as that pain increases over time and circumstances (in relation to the pain that it will take to alleviate the problem and/or to bring about change) are you motivated and pushed to move forward.

There is no growth without pain. Change for the better always requires letting loose of a certain degree of status quo. You realize then that the pain of moving ahead ... the trials, the frustrations, the disappointments, and the failures ... are always better than the situation you once found yourself in and accepted. Change won't begin until you seize the courage and mental discipline to immerse yourself in a certain amount of pain and disillusionment concerning where you are in the present.

Enjoy the ride!

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