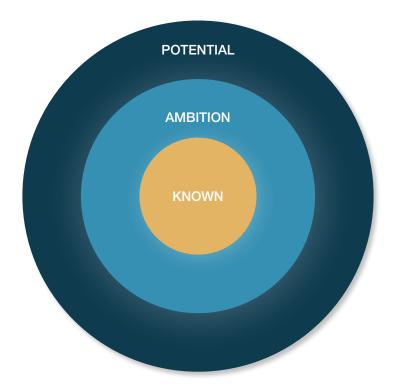
CHEATSHEET

UNDERSTANDING COMFORT ZONES





Known Zone

- Familiarity: You have done it multiple times and can execute it without significant thought or effort.
- Ease: It feels natural, routine, and doesn't demand much energy or focus.
- Mastery: You can teach or guide others, serving as a point of reference or authority.
- Low Resistance: Minimal hesitation or internal resistance when approaching the task.
- Predictability: Outcomes are generally as expected.

Ambition Zone

- Growth-Oriented: It challenges your current skills, mindset, or emotional capacity, requiring focus and intention.
- Resistance: There's a tendency to deprioritize, procrastinate, or avoid.
- Stretch Zone: It sits outside your comfort zone but is still within reach, offering an
 opportunity for growth and learning.
- Point of Reference: Someone in your network or field has done it, providing a guide or model to follow.
- **Emotional Response:** It may trigger feelings of doubt, fear, or excitement, signaling its potential to expand your boundaries.

Potential Zone

- No Precedent: There is no personal or direct reference for achieving it, even within a degree or two of separation.
- Knowledge Gap: It requires extensive research, learning, or skill-building before it becomes actionable.
- Capacity Shift: Demands a reallocation of energy, time, or resources to make space for pursuit.
- Reframing Required: It feels unattainable within your current mindset or belief system and requires a fundamental shift to even begin.
- Innovation and Collaboration: Often needs new approaches, tools, or input from others to redefine what is "possible."