

Video Transcript Morris Morrison Abandon Comfort on Purpose (TalentNEXT)

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By Morris Morrison

Morris Morrison 00:00

Why is it important to abandon comfort on purpose to create new habits?

Morris Morrison 00:06

After I lost my parents and then lost my second set of parents as a teenager, unfortunately, I was given the gift of focus at an early age. I was forced to figure things out really fast. And it was very uncomfortable at first. At the time, I don't think I realized that I was taking a crash course on, on self awareness. I was being forced at an early age to learn how to adjust. And just like me, many credit union leaders are being forced to deal with changes and transformation inside of them in real time, while also dealing with market changes around them.

Morris Morrison 00:48

Now, hold on, just think about that for a second. If you had to take any of those changes, one at a time, let's do the personal first, if you had to do with personal transformation, and growing inside of you, that's something that will be hard to do, even by itself. And as a business executive, we have to deal with changing business climates around us, around us, not inside of us, but around us. And that by itself is hard. But to deal with both of those together at the same time, that's enough to drive a person literally crazy. And that is why it's important to force yourself to get uncomfortable. You have to do it all on purpose. And you have to force yourself to abandon comfort, intentionally.

Morris Morrison 01:29

Harvard University did a study that revealed the four things that we need most in our lives. No. 1 is we need the ability to learn. No. 2, we want to grow. No. 3, we want to contribute. And No. 4, we want to be recognized for what we're learning and how we're growing and what we're contributing. So watch this, let me break them down for you.

Morris Morrison 01:48

We have a deep desire inside of us to pursue new information. That's learning. But we also need to be able to apply the new things that we learn. We need to apply them. Now watch this. If you're learning and you're growing, and you're actually applying what you're learning to your life then, and only then, will you actually authentically be able to contribute to others around you. We can't fake growth. But when a person is intentionally disrupting themselves and forcing themselves to grow on purpose, you can't fake that. You can't fake that in front of the team that you lead or your members and customers that you serve.

Morris Morrison 02:29

Listen, when I was young, I was in some pretty tough situations. My environment forced me to self-correct my habits, my thoughts and my behaviors. And that's why I'm excited because today, I know a lot of credit union executives that are abandoning their comfort, on purpose, in order to learn, grow, contribute, and be recognized in the communities that they serve and the teams that they lead. And I know some of you don't want to do it for the recognition.

Morris Morrison 02:54

But listen, here's why you got to disrupt yourselves and abandon comfort on purpose: because when the marketplace does come knocking on your door, when it disrupts you, and it's going to do it anyway. Guess what? You'll feel it. It'll sting a little bit. But I'll tell you what, it won't wreck you. You'll feel it. It'll affect you, but it won't wreck you. And that's the type of strength, hope and courage that we need to see from executives, just like you. And that's all any of us truly wants as human beings. We want a chance to do our best and to give our best.

Morris Morrison 03:30

Hey, I'm Morris Morrison, thank you so much for your service to all credit unions throughout the world. Thank you for what you do. Thank you for your leadership. Hey, keep abandoning comfort, keep disrupting yourself, because I promise if you do it on purpose, everyone will see your purpose and you'll see your heart and you will inspire other leaders to do the same. Thanks