



FIERCE  
*wednesday*



## FIERCE WEDNESDAYS

Hey FIERCE Mama,

Welcome to the FIERCE Wednesdays newsletter, where I provide weekly tips and stories to help burned-out moms find purpose and love life. I do this every other week through my FIERCE methodology, which you can read in four minutes or less. Each tip/story will fall into one of my six-step FIERCE methodology steps. Click [here](#) to learn more about the FIERCE methodology.

Can you think of someone who could benefit from these positive weekly words of encouragement? Please forward this email.

Today, as we continue the theme of changing seasons in our lives, we delve into the concept of pivoting and explore how it can transform our lives. The ability to pivot is often the differentiator between success and stagnation.

Life is unpredictable, and change is inevitable. Whether it's a career transition, a relationship shift, or a personal goal that no longer resonates, the ability to pivot allows us to adapt to changing circumstances with resilience and grace. Instead of resisting change, we can embrace it as an opportunity for growth and self-discovery.

However, resistance to change is a natural human tendency deeply rooted in our psychological makeup. It's a protective mechanism that keeps us safe and comfortable in familiar surroundings. But, this resistance often becomes a barrier to growth and progress, trapping us in situations that no longer serve us. Understanding why we cling to the familiar, even when it's not working, sheds light on the challenges of embracing change.

Here are three reasons why we may cling to the familiar and resist change:

#### **Fear of the Unknown:**

One of the primary reasons for resistance to change is the fear of the unknown. Stepping into uncharted territory can evoke feelings of uncertainty, anxiety, and insecurity. We prefer the safety and predictability of the familiar, even if it means staying in situations ultimately detrimental to our well-being. The fear of what lies beyond our comfort zone can paralyze us, preventing us from pivoting and pursuing new opportunities.

#### **Sunk Cost Fallacy:**

Another factor that contributes to resistance to change is the **sunk cost fallacy**. We often invest time, energy, and resources into a particular path or endeavor, making it challenging to walk away, even when it's not yielding the desired results. We become emotionally attached to our investments, clinging to them, hoping our efforts will eventually pay off. This blinds us to the reality that continuing down a failing path only perpetuates our losses and prevents us from exploring alternative options.

## 💡 Cultural and Social Conditioning:

Our upbringing, societal norms, and cultural values also significantly shape our attitudes towards change. In many cultures, there's a strong emphasis on stability, tradition, and conformity, which can reinforce the inclination to resist change. We may fear judgment, rejection, or failure if we deviate from societal expectations or challenge the status quo. This fear of social disapproval can be a powerful deterrent, keeping us stuck in patterns that no longer serve us.

## Overcoming the Resistance to Change

While resistance to change may seem irrational or counterproductive from an outsider's perspective, it's essential to approach it with compassion and understanding. Change can be daunting, and letting go of the familiar requires courage and vulnerability. It's understandable why we might hold onto something that's not working—it's a testament to our human desire for security, belonging, and stability.

Rather than judging or criticizing ourselves for resisting change, it's crucial to cultivate empathy and **seek support**. Reach out for support from friends, family, mentors, coaches, or therapists. Surround yourself with people who uplift and encourage you to pursue your passions and dreams. **A support system** can provide guidance, accountability, and reassurance as you navigate life's transitions.

While resistance to change is a common and understandable phenomenon, it's essential to recognize its limitations and the potential for growth beyond our comfort zones. By acknowledging our fears, challenging the sunk cost fallacy, and fostering empathy and support, we can overcome resistance to change and embrace new opportunities for personal and collective evolution.

Stay FIERCE and relentless in your pursuit of greatness!

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Was this email beneficial? Please reply and let me know. I read every email.

## QUOTE OF THE DAY

**"The only way to make sense out of change is to plunge into it, move with it, and join the dance." - Alan Watts**

**Whenever you're ready, there are two ways I can help you:**

**1. The FIERCE Catch Fire Kit** - The kit is [available](#)! What if you could be the mother your family needs without putting your dreams on the back burner? Your goals still matter; going after them is possible without neglecting your family. I'll show you how. Your purchase makes a difference! 15% of all bundle proceeds go toward my non-profit project helping vulnerable children in Nigeria. Click [here](#) to learn more.

**2. If you would like a more customized and personalized approach**, it would be my absolute pleasure to work with you 1:1. Reply to this email or [book a call](#) and let's [chat](#).



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