

The Opposite of Comfortable

By Sharon Nir, BGS Lifetime Member



The Opposite of Comfortable

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Read an interview with Sharon Nir at betagammasigma.org/bgs-blog

Every crossroads has four options: quit, adapt, proceed, or accept. Whether in her native Tel-Aviv, the American Southwest or New York City, Sharon Nir finds the same four options laid out for her. In her new book, *The Opposite of Comfortable*, she explores them all.

As the creator of Knowledge Management for Israel's largest telecommunications company, Nir was charged with selling her concept to employees in the early 2000s. The employees were skeptical. For them, Knowledge Management meant giving up their intellectual property, and that might mean losing their jobs. It took a field trip to her former company, where Nir had designed Israel's first Knowledge Management system, to convince employees that this new technology was a way to build mutual goals, collaboration, and trust.

Nir's work in Knowledge Management used the principle of repositioning to extend her company's brand and product lifestyle. But it was in her personal life that repositioning became a *way* of life.

Beginning with her husband's acceptance into a two-year fellowship at Mount Sinai Hospital in 2001, Nir began a journey across oceans and cultures to find her place as a wife, mother, and business professional in the US. But the journey was peppered with terrorist attacks on both Israeli and US soil, complications with immigration law, financial struggles, business politics, shifting views on feminism, and educational challenges for Nir's young son.

The Opposite of Comfortable is a tangle of all of these, told through the calm and steady voice of Nir, whose guiding principles are often lifted from her own business life. "The secret is not to be found in the manner of solving a crisis," she says, "but in the belief a crisis can be solved."

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