



It all started with burnout!

It was 9.30am in the morning. I was in my office and had just got off my second phone call. I wasn't sure if the people I called were aware, but I knew my voice was trembling. Inside I had nothing left. I knew I couldn't keep going and got out of my seat. I didn't really know where I was going but found myself at the door of my brother's office just next to mine. I opened the door. Steve looked up and the expression on his face changed to concern. 'What's wrong Pete?'

What happened next had never happened before and has never happened since but before I could say anything, I started to cry. When I say cry, I really mean that I sobbed uncontrollably for almost 20 minutes before I managed to answer his question. The first words I got out were, 'I don't know.'

I didn't know at the time, but I had burned myself out running too hard and fast for too long, saying 'yes' to everything and assuming I could just keep going. It was September 2006, I was 38.

Looking back, it had been building noticeably for about 8 months. Truth was, I had been struggling for a few years and just kept going.

Externally my life was great. I had an amazing wife, two great kids and a super job as an operations director with responsibility for over 400 people across over 20 stores in the retail business my Dad had been building for 35 years. It looked like I had everything I could have wanted ... and I was miserable.

By the time I got home that day I had contacted a friend who was a therapist and asked her to recommend a therapist for me. She recommended an amazing man called Jim who became a key part of my life for the next two years. I was embarking on a journey to fix whatever part of me was broken. I needed to get back on track, and quickly ... or so I thought!

My realisation: I was the creator of my problems

I just wanted fix myself, to get back to normal, to business as usual. What happened was, I started to see that I wasn't broken or in need of repair. It became clear to me that how I thought and talked about myself and my circumstances had created ALL ... yes ALL of my problems. I began to realise something much better was available to me. I started to see that I could create a life in which I was thriving, a life I loved, a life that I didn't need or want to take a holiday from (and I do take holidays).

The possibility of this kind of life has led me to work on myself both professionally and personally in a way that is 'uncommon'. Which basically means my life is an endless series of experiments to see what might work better. Many things have worked, some haven't.

In addition to two year of therapy I have attended many retreats and immersions going deep on my biggest challenges.

I have been trained, coached and mentored by trainers, coaches, therapists and psychologists, many of whom have been literally world class at what they do.

As I type this at the end of June 2024, externally not much has changed. I am still married with two grown up kids, though I'd say my relationship with them has transformed for the better. My day job has changed and the coaching business I started in 2020 is going well. One thing that has changed a lot is that my health, fitness and strength have never been better and keep on getting better - my commitment in this area is extreme.

Some of the differences now are that I love my life and I am really enjoying the business I am building. Perhaps most importantly, I am more peaceful, content and happy than I have ever been. More often than not my days look filled with opportunity and possibility ... no longer an endurance test I had created it to be.

I have said to my brothers, who still run the family business, 'If I had known then what I know now, I wouldn't have had to leave. But I had to leave to find out what I know now.'

I know this 'uncommon' approach to life isn't for everyone. I am NOT saying it's better than any other way of living. I am no expert in how

anyone else should live their life.

But, as time has passed, I have had more and more questions and encouraging feedback from people who are curious about what I am up to - the courses, the coaching, the immersions, the retreats, the conferences, the obsession with training!

Thank you for being a part of my journey!

And so, the 'Uncommon' newsletter is me beginning to share the ups and downs, the successes and the failures and the highs and lows of this journey that started with my burnout back in September 2006.

I have no idea if any of this will help you in your life, your relationships or your business. What I do know is that loads of what I will share has worked for me.

And if something I say seems to make sense, feel free to test it. It might just change your life.

Have a great day!



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