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## Uncomfortable Growth® Uncut. Season 4, Episode 11 – Darren Woolley



by Rowena Millward

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S4 EPISODE 11



ROWENA MILLWARD



DARREN WOOLLEY  
FOUNDER AND CEO, TRINITY P3

Uncomfortable Growth® UN CUT  
Finding Strength in Uncertainty

In a new episode of Uncomfortable Growth® Uncut, Rowena Millward chats with Darren Woolley, founder and CEO of Trinity P3, about embracing discomfort and the unexpected paths life can take us down.

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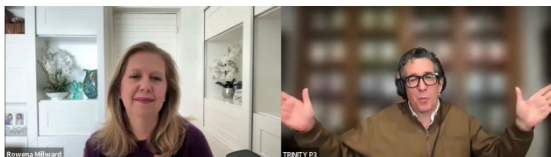
In the latest episode of Uncomfortable Growth® Uncut, **Rowena Millward** is joined by the remarkable **Darren Woolley**, founder and CEO of Trinity P3. Darren's journey is a testament to the power of embracing discomfort and the unexpected paths life can take us down. Starting out in medical research, he was pushed towards a career in science due to his aptitude for maths and science, yet his true passion lay elsewhere.

Darren's story begins with a degree in Medical Laboratory Science from RMIT University, which led him to work in medical research at the Royal Children's Hospital in Melbourne. While he appreciated the community and the discipline of the scientific method, he soon realised that the rigid structure of research did not align with his natural inclination towards communication and creativity.

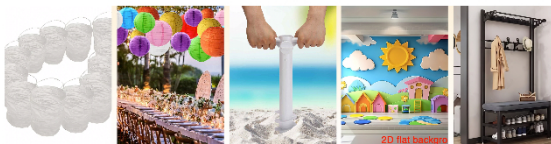


This realisation sparked a significant career shift as Darren ventured into the world of advertising. He recounts how his curiosity and willingness to take risks allowed him to thrive in a field that many consider to be vastly different from science. He highlights the parallels between the scientific method and the creative process in marketing, emphasising the importance of observation and questioning in both disciplines.

Throughout the episode, Darren discusses the evolving landscape of the marketing industry, particularly in the context of artificial intelligence. He reflects on how marketers must adapt to rapid changes and embrace collaboration to drive innovation. With a focus on understanding human behaviour, he encourages listeners to cultivate curiosity and creativity in their professional lives.



My three favourite quotes from Darren's story are:



"If I tell you what to do, you can only be as good as I tell you. Whereas if I work with you and listen to what you have and what your ideas are, then together we could create something



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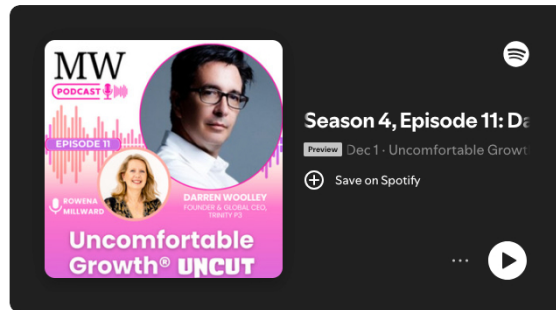


better."

"Yes, we can make all these plans, but in many ways, your life ends up becoming just following a path. And it's taught me to be cute, to continue to be curious, and to also take risks, and try things that are well outside your comfort zone because sometimes amazing things happen."

"Be true to your values, but don't lock yourself into your decisions."

Tune in to hear Darren Woolley's inspiring story and learn how you can apply these principles to your own journey of uncomfortable growth.



Learn more about Uncomfortable Growth® & Rowena here.

The world doesn't need more stories of success; it needs honest conversations about hard challenges, vulnerability, and proof that trials can ultimately become triumphs.

That's why the *Uncomfortable Growth® Uncut* podcast was born. It's a reminder that struggle and success are intrinsically linked, that growth is rarely easy, and that the moments we feel most uncomfortable are where our greatest breakthroughs lie.

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Want to take your family game night to the next level or gift an unforgettable present this Christmas? Sometimes it's the fuss-free games that bring out your competitive spirit best, and Hasbro has a **thrilling new title** that's sure to set hearts racing. Introducing **Rebound**, a game that's as simple as it is fun. All you have to do is bounce the ball off the tabletop trampoline and watch your opponents scramble to catch it — lest the other team scores! **Perfect for indoors** and with multiple ways to play, it's the kind of game that's ideal for busting out on rainy days, turning to after dinner or during school holidays and even taking on your next family getaway. And at just \$25, it makes for an **affordable and fun-packed gift** for the whole family this Christmas.

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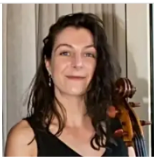
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By **Natasha Lee**  
Posted on 4 December 2025



It didn't just stuff up once, either.

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In a year stuffed with corporate missteps, governance meltdowns and “please-advise” moments that sent comms teams scrambling, **Monash IVF** has been officially named 2025's worst PR performer – taking home the dreaded ‘Brown Eye’ at crisis podcast **Up The Creek!**'s annual Reputation Eye Awards.

And it wasn't even close.



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