

MAINTAINING FOCUS IN UNCERTAIN TIMES

HOW TO GET THE STUFF DONE THAT YOU REALLY WANT TO DO...
INSTEAD OF ALL THAT OTHER STUFF



The Nature of Success - **Success** is *doing what you said you would do, consistently, with clarity, focus, ease, and grace.*

Doing what you said you would do means *fulfilling a promise*. When you make a promise, you pledge that something will happen in physical reality, which creates a gap that will only close — a tension that will only resolve — when you make good on your promise.

Consistently simply means *steadily over time*, versus merely on occasion. In this way, at any moment, you can look at your life and say: “YES! I am doing what I came here to do.”

Clarity is seeing what is *important* to you: the intentions you treasure and the goals that bring them to life. In so doing, you shape your life according to your “game worth playing.”

Focus is *putting your energy toward what is important to you*. When you direct your attention and action toward what calls to you in your heart, distractions become irrelevant.

Ease is *taking small sweet steps toward what is important to you*. When you work hard with ease, you go further toward your dreams — but with a bit of elegance, instead of struggle!

Grace is *an unearned or unexpected blessing*. The gateway to grace is *being grateful*, no matter the situation. This allows you to see the unearned blessings that are all around you.



Extra Distractions NOW

that may be getting in the way of FOCUS:

Working from home:

Sharing workspaces (not having permanent space) – dining room table work, move to bedroom, move to outside...

Working with spouse working another job, kids, dogs, deliveries, everyone in the house's schedule, alarms, Roomba...

Your Assistant is not likely there with you to help. **YOU** pick up the mail. **YOU** water the plants. **YOU** handle the packages and recycling and all the other stuff. **All the calls are forwarding to YOU. Not to mention it takes more energy to clearly understand clients, cooperating agents, vendors... without body language cues.**



No matter where you are working from:

Internet service disruption, Zoom meetings galore, Group messages going crazy. It takes more energy just to make all our meals and grocery shop. Takes more energy to schedule things outside the office too. Masks. Sanitizers.

AND... we have NO CLUE when, or IF it will ever go back to the old normal.

What is distracting YOU? - **BREAKOUT and write down your biggest distractions right now**



WHAT IS A BODY AND
BRAIN TO DO?
HOW CAN WE FOCUS?

FOCUS | \FŌ-KƏS/ | DEFINED

Noun

1. the center of interest or activity.

"this generation has made the environment a focus of attention"

2. the state or quality of having or producing clear visual definition.

"his face is rather out of focus"

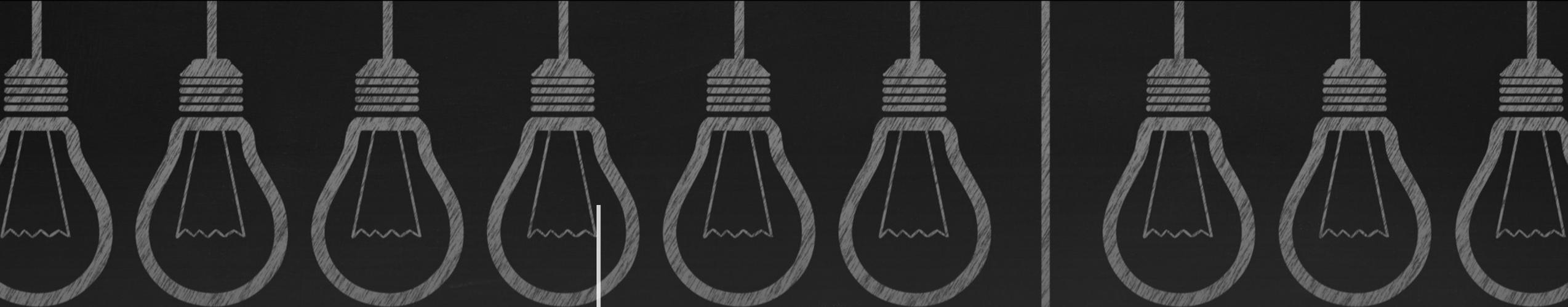
Verb

1. (of a person or their eyes) adapt to the prevailing level of light and become able to see clearly.

*"try to **focus on** a stationary object"*

2. pay attention to.

"the study will focus on a number of areas in Wales"



Experts define focus as “the act of concentrating your interest or activity on something.”

While that’s not a super exciting definition, there is *insight there.*

The way our Brains work, in order to concentrate on one thing you must, **by default**, ignore many other things.

James Clear writes: *Focus can only occur when we have said yes to **one option** and no to all other options. In other words, elimination is a prerequisite for focus.*



As Tim Ferriss says, “**What you don’t do** determines what you can do.”

MOST OF US
DON'T HAVE
A FOCUS
PROBLEM

**WE HAVE A
DECIDING
PROBLEM**

It's **ONLY** when we **DECIDE**

“De” - to separate

“Cide” - kill off all other options

that we can focus on that
which we **DECIDED!**

Warren Buffett's "2 List" Strategy for Focused Attention - from Clears' article

Buffett uses a simple 3-step productivity strategy to help his employees determine their priorities... and actions. The story goes like this:

Buffett asked his personal pilot to go through the 3-step exercise.

STEP 1: Buffett asked his pilot, Mike Flint, to write down his top 25 career goals. So, Flint took some time and wrote them down.

STEP 2: Then, Buffett asked Flint to review his list and circle his top 5 goals. Again, Flint took some time and eventually decided on his 5 most important goals.

STEP 3: At this point, Flint had two lists. The 5 items he had circled were List A, and the 20 items he had not circled were List B.



Flint confirmed that he would start working on his top 5 goals right away. And that's when Buffett asked him about the second list, *“And what about the ones you didn't circle?”*

Flint replied, *“Well, the top 5 are my primary focus, but the other 20 come in a close second. They are still important, so I'll work on those intermittently as I see fit. They are not as urgent, but I still plan to give them a dedicated effort.”*

To which Buffett replied, *“No. You've got it wrong, Mike. Everything you didn't circle just became your **Avoid-At-All-Cost list**. No matter what, these things get no attention from you until you've succeeded with your top 5.”*



Clear writes: *Focus doesn't require a permanent no, **but it does require a present no.***

You always have the option to do that *other* something later, but in the *present moment* **focus requires that you only do one thing.**

Focus is the key to productivity because saying no to every other option **unlocks your ability to accomplish the one thing that is left.**

We ARE Capable of Focus

Think about it

Most of us have a brain that **is** capable of focus if we get the distractions out of the way. Have you ever had something that you absolutely had to get done before you left on vacation? Or were called to do a listing presentation that night? -- What happened?

You got it done... because **the deadline made the decision for you.**

Maybe you procrastinated beforehand, but once things became urgent and time was up, you got it done. Deadlines are a way to focus.



Strategies to focus on the things we want to do and NOT do the things we don't want to do in this present moment.

#1. Get **clear on what you want to do. DECIDE.**

- Life Intentions
- Goals that **ARE SMART** and that support your Life Intentions
- Make sure your intentions and goals are supporting **all** the important areas of your life, not just business
- **DECIDE** on the **ONE THING** in this present moment...

If you are frustrated or unhappy with how you are spending your time, then DO something about it!

#2. Schedule the tasks that support your Goals. **DECIDE what they are and book them. Step by Step.**

- Tell the truth. If you want do happy hour at 5, book it. If you want to FB surf, schedule it. If you want to take a bath, put ME TIME in your calendar. **No guilt, it's what you planned**

- Calendar every detail. Right now this is critical

- Leave SOME white space, but not a ton. Too much white space is an invitation to getting involved in things you don't want to do

KEY: If it doesn't fit in your calendar

it doesn't fit in your life



#3. Do it, move it, or delete it.

- This is, by definition, the Coaching Model we subscribe to. **Look. See. Tell the Truth. So you can take the next logical Authentic Action**
- No judgement. Fill in what you did with the time if you move or delete. Life happens. **It's NORMAL to change it every day because we live in physical reality, not visionary reality! It is NOT FAILURE to MOVE or DELETE THINGS.** Physical reality IS UNPREDICTABLE. Just track it!
- The WIN here is making your Calendar a Vision of the future and a true History of the past

**This allows you to relax and do
what you want to do with JOY.
*I don't have to figure out what to
do now... I just follow my plan.***

#4. Make the items calendared **SMALL SWEET STEPS done repeatedly and consistently.** Not giant leaps that overwhelm.

Examples:

- Clean up the Aa's to Ag's in my Database
 - Talk to 3 Past Clients
 - Send out 2 notecards
 - Follow up with 2 hottest leads
 - Take a walk around the block
- Pull weeds in my garden for 15 minutes
 - Call one of my grandkids at 4pm
- Tweak ONE page of my listing presentation
 - Track my numbers for today
- Design Vistaprint Postcard for the sale on Jamerson St.
- *(Another small sweet step would be to upload the mailing list and order it)*

#5. Focus on the RESULT you want... rather than the ACTION

Examples:

- Talk with 3+ people vs Call for 1 hour
- Do 12 pushups and sit-ups vs Work out
- Weed raised bed #1 completely vs Spend time in my garden
 - Mail 3 notecards vs Write 3 notecards
 - Set up 1 appointment with someone vs Prospect
 - Put my lender with at least 1 Buyer vs Prospect
 - Mail out 3 CMA's vs Prospect

#6. Get Support

- Tell someone what you are willing to do today. What you've planned to do. What you want to accomplish. ONE THING.
- Check in the next day. Note: This creates a DEADLINE.

You might want to find what we call a Small Sweet Step Partner and 5 days a week talk in the early morning. Takes 5 minutes or less.

- A. Set the Arena.
- B. Report what you did or did not do that you promised yesterday. No judgement allowed. Just the facts.
- C. DECIDE what ONE THING you are willing to make a commitment for today
- D. Hold each other to it being a SMALL SWEET STEP.

#7. CELEBRATE Success!

Breakout and write down how you can do a small celebration for any of these sample Small Sweet Steps taken:

1. Contacted X people today
2. Generated a new Lead
3. Followed up with all Hot Leads
4. Worked my calendar perfectly today (meaning I did it, moved it, or deleted it and filled in what I did do)

NOTE: The Celebration should be SMALL – this is not celebrating reaching a GOAL... it's a celebration of a Small Sweet Step

What are CELEBRATIONS we could do for taking a Small Sweet Step? - Your ideas:

1. Do a Happy Dance!
2. RING A BELL 😊
3. Jelly Beans / Mini M&Ms / Crackers and Win Schuler cheese
4. Jazz Hands
5. Cross it off your LIST!
6. Kiss you wife/husband
7. Cup of tea/coffee
8. TELL YOUR ACCOUNTABILITY PARTNER
9. Tell Someone that you finished a SSS.
10. Blow into a harmonica or kazoo – happy noise
11. Pat yourself on the back

Other Strategies to allow us to focus on the things we want to do and NOT do the things we don't want to do *in this present moment.*

- ❖ Create a better work-space from home
- ❖ Use the Pomodoro Technique
- ❖ Use Mike's Formula One

And finally the biggest one of all...



SAY NO TO MORE THINGS

LET'S PRACTICE
TOGETHER

NO.

AGAIN.

NO.

AGAIN. NO.