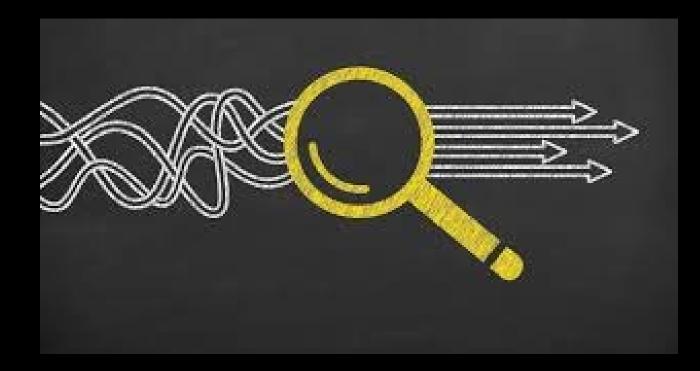
Focus on Priorities



The ability to perform **FOCUSED** work is becoming increasingly rare at exactly the same time it is becoming increasingly valuable.

To be your best, you must know your top PRIORITIES and find a way to perform FOCUSED work on a **CONSISTENT** basis.

Exercise

	Priority	Measurement
1.	Personal Wellness	Sleep, Exercise, Nutrition
2.	Company Growth	Percentage of Revenue
3.	Technical Product	Cost of Errors, CA Time

FOCUSED Work:

Activities performed in a state of distraction-free concentration that push your limits. These efforts create new value, improve your skill, and are hard to replicate.

PASSIVE Work:

Less-demanding, logistical-style tasks, often performed while distracted. These efforts tend to not create much new value in the world and are easy to replicate.

1) Focused Work is VALUABLE

Learning requires intense concentration and deliberate <u>PRACTICE.</u>

Deliberate Practice *cannot* exist alongside <u>DISTRACTION</u>.

High Quality Work = Time Spent x Intensity of Focus

2) Focused Work is RARE

In the absence of clear direction and consistent feedback on what behaviors are most important, we trend towards behaviors that are **EASIEST**.

Do *not* mistake <u>BUSYNESS</u> as a proxy for productivity.

3) Focused Work is MEANINGFUL

We tend to let our CIRCUMSTANCES determine how we feel.

Our best ideas and results tend to occur when our body or mind is stretched to its LIMITS.

How Do We Do This?

1. Know WHEN you are at your best.

2. Get rid of the **DISTRACTIONS**.

3. Eliminate <u>PASSIVE</u> work.

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