

# 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

	<b>Priority</b>	<b>Measurement</b>
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  
PRACTICE.



Deliberate Practice *cannot* exist  
alongside DISTRACTION.

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 BUSYNESS 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 PASSIVE work.

# Contact Information

James Parsons, PE

[jparsons@schoel.com](mailto:jparsons@schoel.com)