

Where is Your Focus?

By Kevin Eikenberry

Two things I know about most humans. We wish we had more willpower, and we wish we could stay focused. (Most wish they could lose weight too, which, as it turns out, is related to the other two). I'm not writing about losing weight specifically today, but it is one of many things to which you could apply today's lessons.

“We have limited cognition and attention, so each additional thing we try to focus on means an overall reduced amount of willpower and attention.”

- Ramit Sethi, entrepreneur and author

Questions to Ponder

- What are my most important goals right now?
- What other things are diverting my attention and resolve?

Action Steps

1. Determine your most important goal.
2. Pick a plan.
3. Maintain your focus – keep your eyes and brain firmly fixed on the goal.

My Thoughts

Ah, the shiny object syndrome. Just about the time you are making some progress on one project, you read about a new technology. Just about the time you settle into your

running routine, someone tells you about Zumba. Maybe the new technology, workout, or idea is better than what you are doing, but when we divert our attention, one of two things happen: We decide to change course, or we decide to try to do both – and in either case we reduce our progress or stop entirely.

Experience and today's quotation tells us that is a bad idea.

Am I saying we shouldn't be flexible and open to new opportunities? Not at all.

What I am saying is that once we are on a path towards a goal, staying focused on it is a really good idea (if we actually want to reach the goal).

Pick a path and focus. Give it time rather than constantly looking around for the “next big thing.” Will a new diet come out next month that will work for you? Yes, but so will 30 others already on the market. You could research and go buy one more new book on time management, or you could read (and implement) the one already on your shelf, desk, or nightstand.

Our experience tells us, and it is how our brains work, too. Keep your focus and you will make more progress.