**Session 9: Becoming a Value Creation Laser Beam**

**Summary:**

The #1 priority in business now is to eliminate distraction and interruption. Distraction and multitasking are the silent killers of value creation. Take the time to make your work environment distraction proof. Turn off your cell phone and regular phone. Turn off your email or text alerts. Use undistracted time to create products and the marketing that gets customers to buy them. The more you work in large uninterrupted blocks of time, the more results you get. I recommend working in blocks of at least 60 minutes on one thing at a time.

To do this, you must be proactive and take control of your time and your life. Most people wake up in the morning and immediately check their phone and email to see what OTHER people want from them. This puts other people in the driver’s seat of their schedule. Then they keep their email open so they can immediately see when anyone emails them. This gives other people the power to interrupt and distract. Instead, start your morning with your highest value tasks before you even check your email. Aim for 2-4 hours of super focused time each day.

I divide activities into 4 categories: 1) low value 2) no or low dollar per hour value 3) high dollar per hour value 4) high lifetime value. Write down every single thing you do during the day, then sort them into these 4 categories.

The key is to make time for the high lifetime value activities. Stephen Covey says that urgent matters tend to distract us from the truly important tasks... the ones that have high lifetime value. Some examples of high lifetime value activities include spending time with a mentor, mastering mind, improving your ability to create value, exercising, eating well, etc. Steal time from the low productivity activities, and give it to high productivity activities instead.

My ideal of what we should be doing is either creating massive value, or laying on a beach. Be either really productive, or be really rejuvenating on the highest level you can. All the in-between activities - running errands, etc. - try to delegate that stuff as much as possible. When you’re creating value you’re earning so much that it may make sense to pay someone else $10 an hour to do your errands and other low value activities for you.

You’ve learned a lot in this program - now you must go out in the world and DO IT. We’ve identified our talents. We’ve identified our opportunities. We’ve connected our talents to opportunities through roles. We’ve learned how to develop our talents into strengths. And we’ve learned how to create value. Now it’s about action and implementation.

One of the last ideas I want to lead you with is one of my favorites - Speed of Implementation. Studies have shown that when ultra successful people come across a good idea, they put it into action FAST. They don’t think about it, delay, procrastinate, etc. It turns out that Speed of Implementation correlates with success. And in my experience this has been true. The ultra successful people I know, when they get a good idea, they don’t put it on a list somewhere and hope to find it later, they go do it right now. They know if they don’t start now, they won’t have any momentum.

It’s taken me a lot of years, a lot of trial and errors, and a lot of talking to people more successful than me to figure out the 5 step system you now have.

Expect that it’s going to be a little uncomfortable when you go out in the world and apply what you’ve learned. It’s like what happens when a lobster sheds its shell. For about 20 minutes it’s utterly vulnerable. But the lobster knows that until it crawls out of its shell - it’s comfort zone - it can’t grow. You’ll probably feel uncomfortable and vulnerable when you step out of your shell, too. But if you do it and you stick with it, even when you’re struggling trying something new, the high performers will recognize that you’re a super-star in the making, doing what you need to in order to get to the next level.

We all need you to turn your talent into income, so you can give your greatest gifts and help others grow and do the same.

**Take action now.** Turn your talent into income.