

April 2007

Forward Movement



TAKE FLIGHT COACHING

Committed to your Clarity, Possibility, and Action

The Need to Focus

When we find our business expanding, our job more demanding, and our schedules very busy, we tend to say, “I *need* to focus.” Some of us are idea people, and it seems the more ideas we have, the more ideas are generated. While an abundance of ideas brings excitement and energy, to make those dreams a reality it requires us to become focused and intentional. **With many opportunities and possibilities, knowing where to focus is crucial if we are to be effective.**

Focus is about narrowing down your “to do” list to a few key items and learning to let the rest go. It is about learning to work smarter, not necessarily more. **To begin, you need a paradigm shift to become comfortable with assigning a singular focus for your day.** Our busy culture says that we must constantly multitask and fill our schedule with way more than we can

Only one thing has to change for us to know happiness in our lives: where we focus our attention.

handle. Most of us have become so used to this overwhelming schedule that if we do not have 10 things to do we think something is wrong.

The key to focus: You must invest most of your time every week doing

what you do best, and let others do what they do best. When you focus most of your time and energy doing the things you are truly brilliant at, you eventually reap big rewards. You and I cannot do everything if we are to accomplish anything well. We have to focus. An old proverb says if you chase two rabbits, both will escape. You have to choose, so why not choose your strengths? Here are some questions to help you identify



your strengths. What comes to you naturally and without much effort? What about you inspires others? What do you get compliments about? Identify your strengths and focus in on leveraging those strengths. If you are really going to do this you have to make room in your schedule and in your mind.

In order to focus, you have to learn to let go of the “stuff” in your life. Each of our lives are busy, yet only a few are really effective. Often he who does too much does too little. At-

Continued on back...

The Need To Focus *Continued...*

tending meaningless meetings, answering email/ phone calls all day long, “shooting the breeze” with your co-workers, running errands, television, searching the Internet, fantasy football, staying up too late at night, etc... These are things that fill our schedules, yet you can choose to let go of them. **Focus is not so much about concentration as it is about simplification.**

To move from being busy to being effective you have to look at what you are doing and make some decisions. Here are your choices:

1. *Dump it*
Learn to say “No, I choose not to do this.” Be firm about this. The art of being wise is the art of knowing what to overlook. If you are going to do a few things well you are going to have to let go of a lot of good stuff. Start saying “no thanks.”
2. *Delegate it*
These are tasks that need to be done, but you are not the person to do them. Hand them over to someone else, with no guilt or regrets. Simply ask, “Who else could do this?”
3. *Defer It*
These are issues that you need to work on, but not right away. It really is okay for them to be deferred. Schedule a specific time at a later date to handle this type of work.
4. *Do it*

Do it now. These are actions that only you can do. Remember to orient around your strengths. Do not delay-- apply yourself right away and get started today. After you work hard, don't forget to reward yourself with some fun or rest.

Focus on what you want. Focus on your goals. Too often in life, we focus on the things we cannot do. Sometimes we cannot do things because of financial limitations, health limitations, family limitations, educational limitations, and so on. Sometimes, we end up limiting ourselves from achieving success in reaching our goals. Learn to look beyond what you can not do and focus on what you CAN. It is important to keep your mind on the things you want, and off of the things that you do not want.

One of the best ways we can get the most from the energy we have is to focus it. That is what goals do for us; concentrate our energy. The sun's energy warms the world. But when you focus it through a magnifying glass it can start a fire. Focus is so powerful! When you get focused, accomplishment will follow. Accomplishment is forward progress. Progress is the greatest motivator and you are on your way toward your goals.

An average person with average talents, ambition, and even average education, can excel beyond the most brilliant genius in our society, if that person has clear, focused goals.

	James Warrick 503.313.3100 james@takeflightcoaching.org 1000 NE 122nd Ave Portland, OR 97230	TAKE FLIGHT COACHING  Clarity. Possibility. Action.
<i>Coaching for your movement</i>		

Coaching for Focus

A coach helps keep you on track. In a coaching relationship, you articulate where you want to go and a coach asks powerful questions that clarify your goals making them specific and attainable. Then you take focused actions to move forward.

A coach helps keep you focused on your goals, actions, and outcomes by holding your vision for you, even in the times when it falters.

WE ARE ON THE WEB!

WWW.TAKEFLIGHTCOACHING.ORG