The 50-Minute Focus Finder

The Secret to Doubling your Productivity within 48 hours

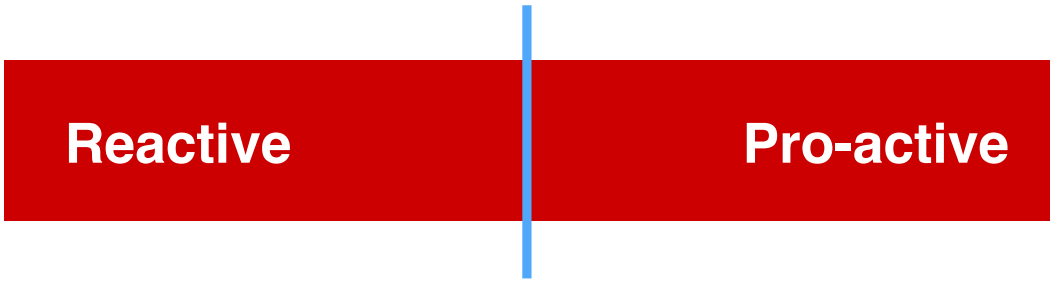
Courtesy of Dean Jackson

Reactive

Vs

Pro-active

The Constant Battle



The Constant Battle

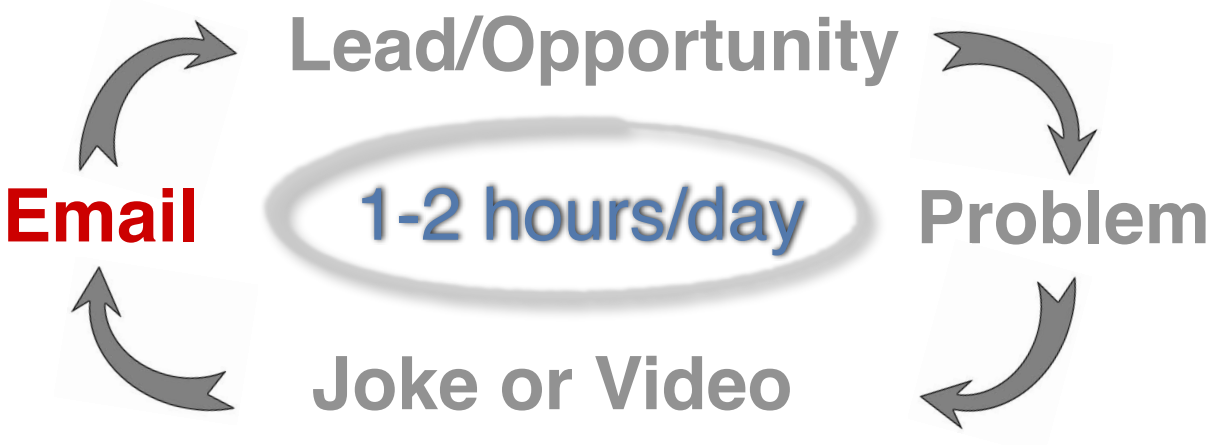
The Constant Battle

The 7 Peak
PRODUCTIVITY PRACTICES

#1 Eliminate The Big-4 Distractions

- Email
- Telephone
- People
- Random Thoughts

The Big-4 Distractions



The Big-4 Distractions

Telephone

Positive & Negative reactions

Use Voicemail

The Big-4 Distractions

People

... ‘Drop-in’ Visitors

Stand Up

The Big-4 Distractions

Your Free-range Thoughts

Reactive tailspin from
‘Pop-up’ thoughts ...

Butterfly Effect

#2 Start Scheduling

Time to Play

G O L F

Goal Focussed
Optimal Enviroment
Limited Distractions
Fixed Timeframe

#3 Learn How To ...

Corral Your Thoughts

You do this by using ...

The 50-Minute Focus Finder

#4 Your FIRST Focus Finder

Get a Pad ... Set 50-Minute Timer

1. Ideas flow freely for 1st ten minutes.
2. THEN, Pro-active thoughts emerge:
   - Need doing ... but not time-critical,
   - Things you REALLY want to achieve.

No thought is too big OR too small.

The Challenge is 60+ Items

Here's what you will gain ...

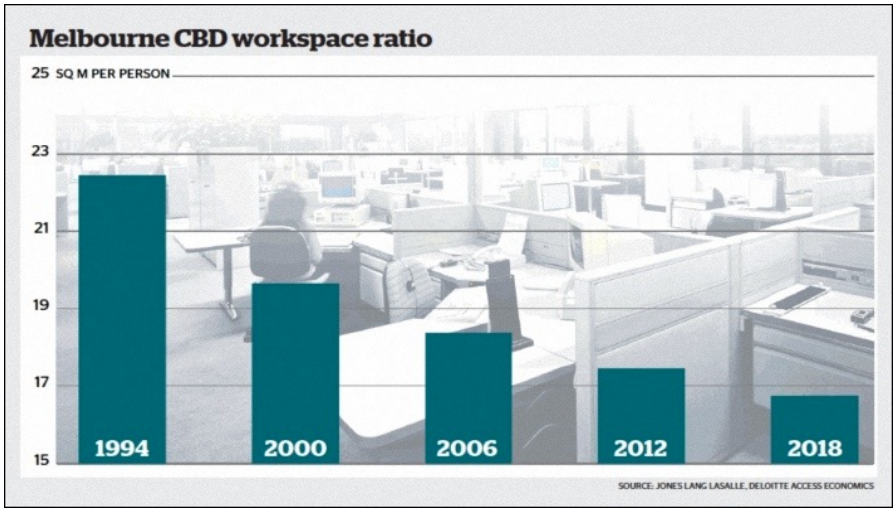
1. **An Immediate Sense of Relief** ...
   (because everything now seems manageable)
2. **You will have enough ammunition to fuel your Proactive endeavours.**
   (for at least the next 60-90 days)

Scan Your List ... and Group

[Start with items from the first 10 minutes]

1. **Phone calls to be made.**
2. **Follow-up notes or emails.**
3. **Things to be collected or delivered.**
4. **Various deferred activities ...**
   ... training, research, and so on.

Getting Time Alone



Getting Time Alone

Gensler

Diane Hoskins

Researched 90,000 People

From 155 Companies

Across 10 Industries

Getting Time Alone

Gensler

Focus	Once Fixed
Collaboration	Up 57%
Learning	Up 88%
Socializing	Up 42%

Getting Time Alone

The Latest SOLUTION

Banning Phones at your Desk

All Calls to be Made from Meeting Rooms

#5 The 50-20-50 Solution

50 minutes (timed) **on Pro-active item**

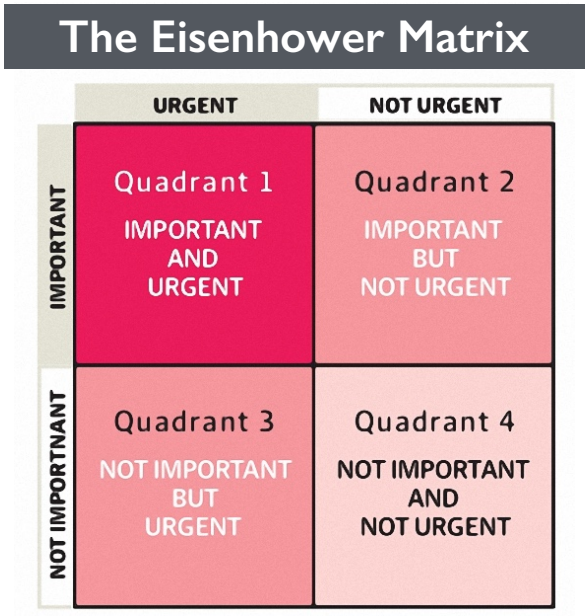
20 minutes (timed) **on "Relaxation"**

50 minutes (timed) **on Pro-active item**

Learn to "Flex your Focus Muscle"

You're only able to do this once
your FREE RANGE thoughts
have been corralled.

Prioritising Your Focus

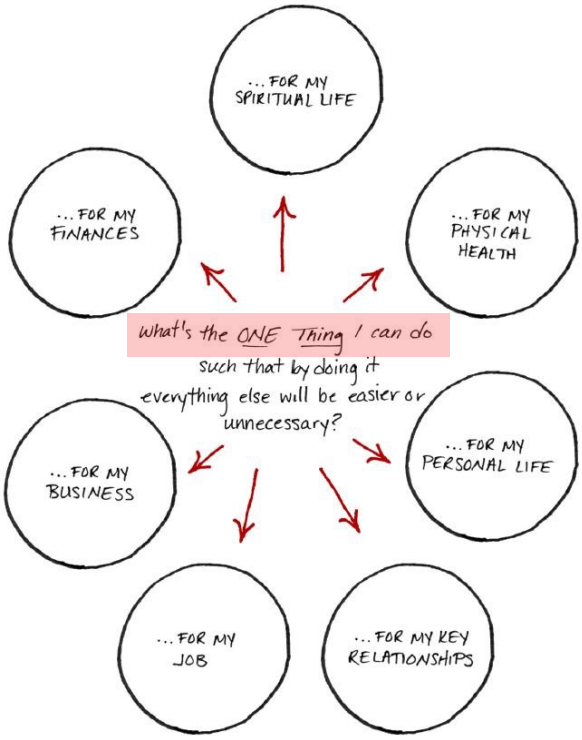


Prioritising Your Focus

Size of the Payoff

Major	1	2
Minor	3	4
	Less than 6 Months	**Still valid in 12 Months**

'Project' Use-by Date



1984

Dramatically increase Revenue by having a National presence.

1991

Act for high Net-worth Investors to quickly build a tidy Rent-roll.

1996

Automate one half of the Property Transaction via Web Marketing.

What's the ONE Thing I can do such that by doing it everything else will be easier or unnecessary?

Pareto Principle

20% of what you do

produces …

80% of your Results

Pareto Principle

Use this to determine The ONE Thing from 25 possible tasks.

The top 20% gives you **5** possible tasks

The top 20% of those 5 = The **ONE**

Know in Advance
What You'll Be Doing

The longer you can stay Focussed at the **Beginning** of EACH day … the Better!

Now that you understand
The Psychology …

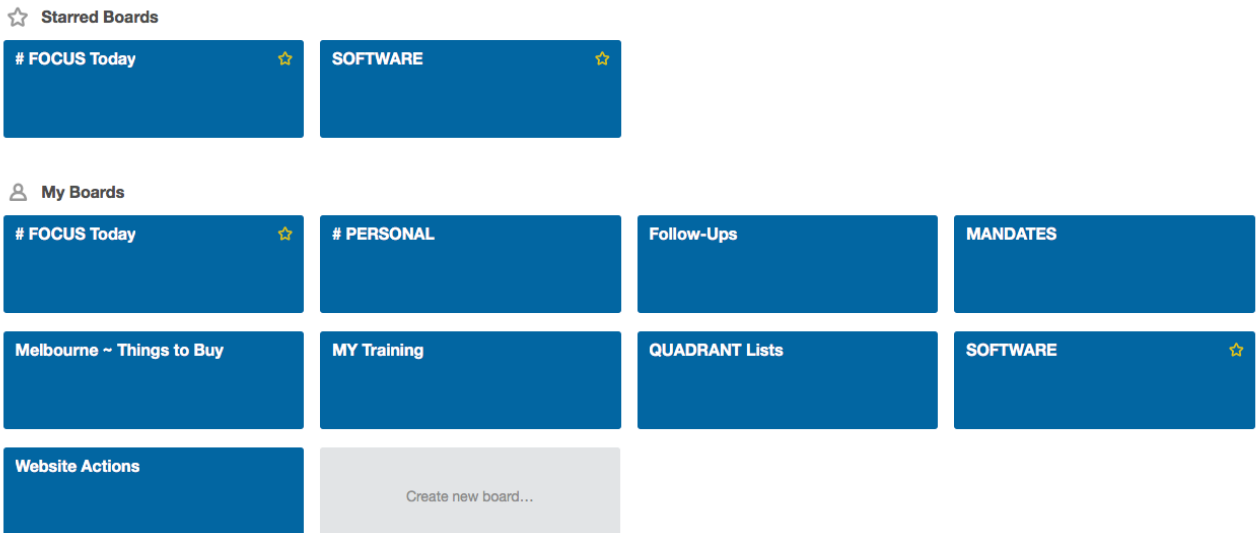
Let's explore **The Technology**

#

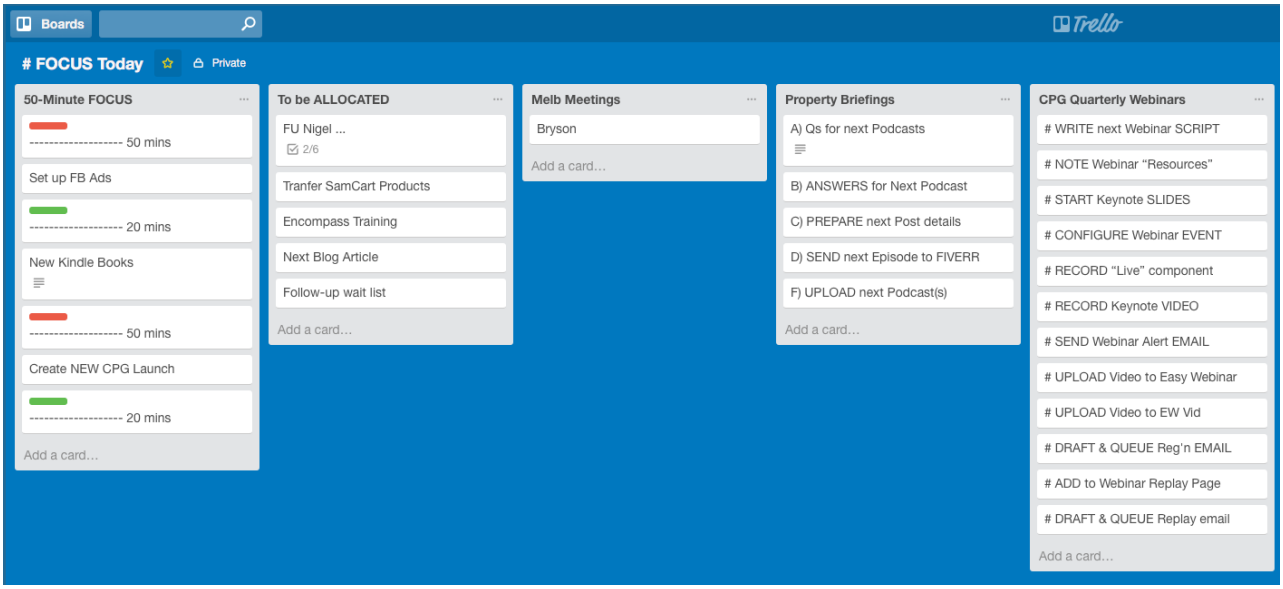
Schedule Your Various Tasks

1. Into **50**-min & **20**-min chunks.
2. Set up a 'Board' for each Area of Life.
3. On them, have a List for each Project.
4. Create 'Cards' for each Task (50/20 min)
5. Prioritise them in **50** | **20** | **50** sessions.

Set Up the Boards You Need



Schedule Tasks on Your Lists



#6 Stop Multi-Tasking

[Focus on ONE Thing at a Time]

OR

Try this Exercise

Even Numbers (2 to 24)	Months (January to December)	Odd Numbers (1 to 23)

What's going on?

A A A B B B C C C

A B C A B C A B C

What's *Really* going on?

A A A B B B C C C

A B C D A B C E A B C

#7 Focus on your FREE Time

(Remodelled Focus Time)

You will ALWAYS make time for 'Results'.

But there's no sense of urgency
with most Pro-active items.

Use Remodelled Time to group ...

- Phone calls
- Emails
- Filing
- Collections/Deliveries
- Following up past opportunities

} in 50-min sessions

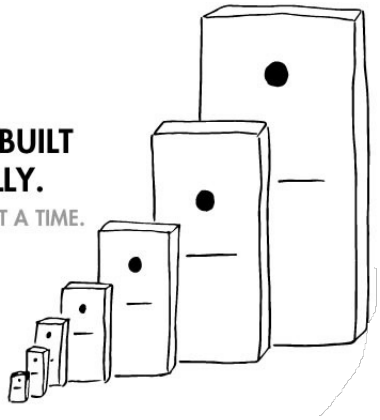
What exactly would your IDEAL Week look like?

… in 12 months from now?

Imagine what you could achieve in a 2, 4 or 8-hour Time Block.

Achieving Success

1 SUCCESS IS BUILT SEQUENTIALLY.
IT'S ONE THING AT A TIME.



1983 Lauren Whitehead
American Journal of Physics

the1thing.com

2 THE LIES MISLEAD AND DERAIL YOU

THE SIX LIES BETWEEN YOU AND SUCCESS

1. EVERYTHING MATTERS EQUALLY
2. MULTI-TASKING
3. A DISCIPLINED LIFE
4. WILL POWER IS ALWAYS ON WILL-CALL
5. A BALANCED LIFE
6. BIG IS BAD

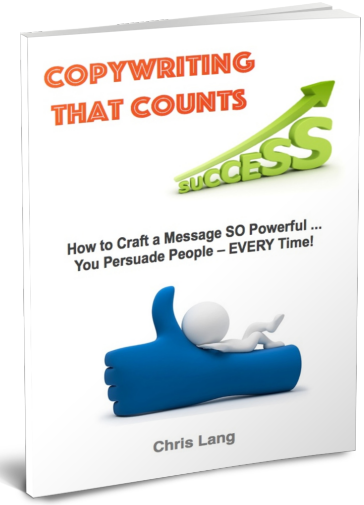
Again …

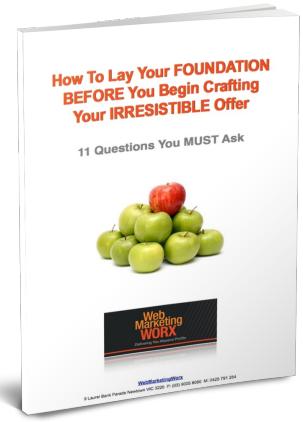
Some more handy Technology

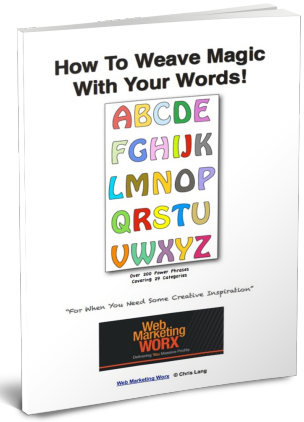
tempo

#

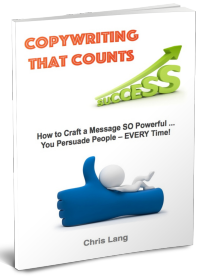
Where to from here?







Where to from here?



Copywriting That Counts.

Filter and Engage your Database.

Provide a ‘World Class’ experience.

How to truly Monetise your Database.