



MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES
MANAGEMENT CONSULTING GROUP

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Welcome to the 19th edition of The Monday Motivator. In this edition, we discuss the topic of FOCUS.



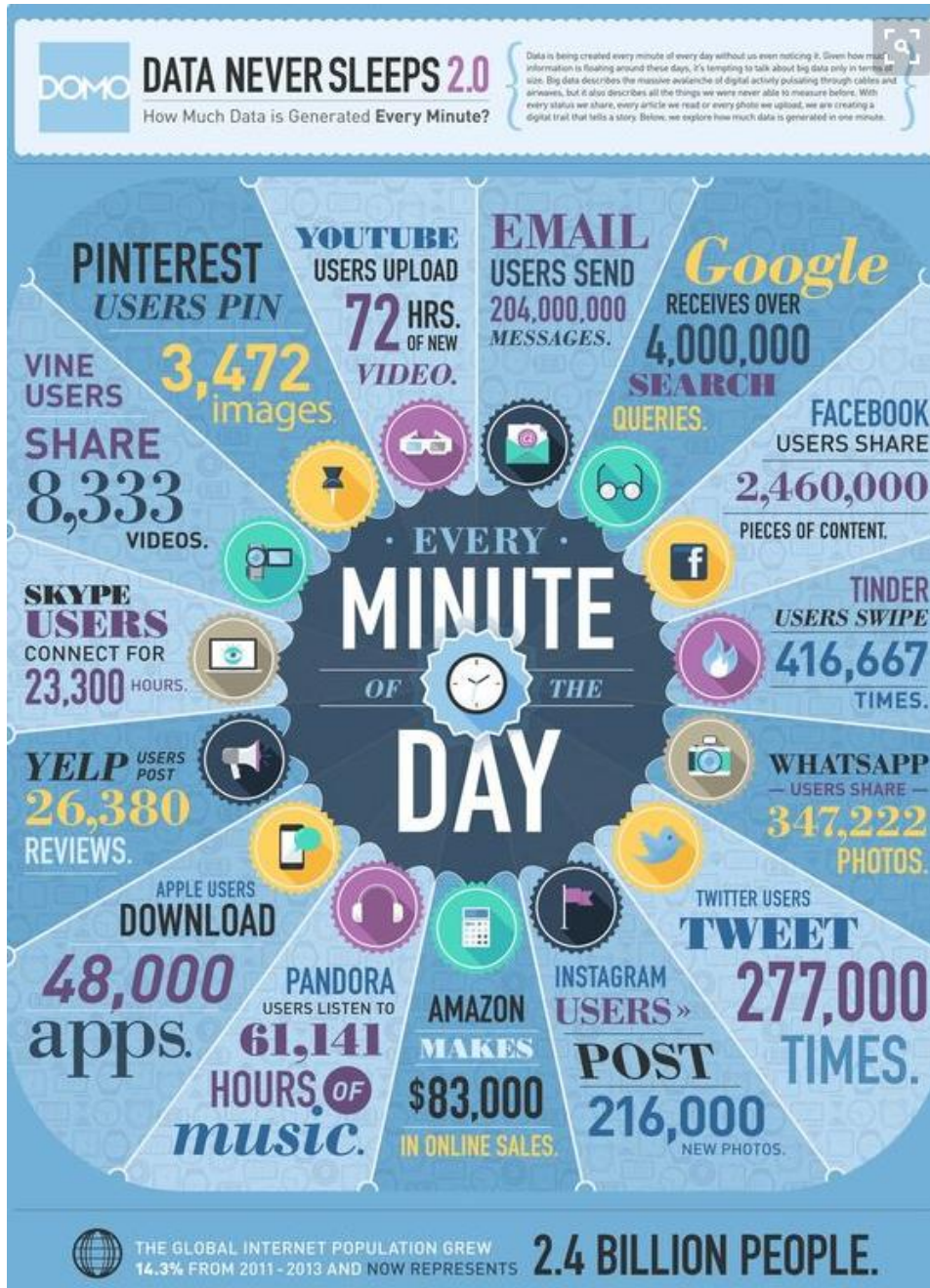
Perhaps one of the hardest things we sales, management, customer service and admin teams have to do is ignore endless distractions so we can focus on just one thing at a time. This is not easy to do for the best of the single-minded experts.

The best way to focus on anything is to learn to ignore distractions; not as easy to do as it sounds. One way to accomplish this is to attach a reward to the activity of being focused. For example, let's say

you have a goal to make 40 phone calls today. Or your goal might be to get something written down. Perhaps work on your book or help your child with a homework assignment. It does not matter so much what the goal is but what does matter is your ability to shut out all the noise and distraction that keeps you from being focused enough to get the job done on time and with quality that comes with focus on the task at hand. Tune out other distractions



so you get good at achieving this skill. You will set yourself apart with just your ability to do this. People who get more done in the same time as the rest of us use this technique to pull it off.



So what's the payoff for you to stay focused on what you're doing? It is that reward that can help you snuff out all the distraction going on around you? To be clear, this is no easy task. We are all being hounded every waking moment of our lives from some source trying to get our attention. Just the computer screen we spend so much time in front of is a massive source of distraction. Why? The internet industry reports that the amount of data that changes hands every minute of every day looks like this image you see to your left. Take a moment to study this image.

What you see here is just one source of distraction that keeps us from focusing on what matters most. Now add in TV and radio channels. In the USA we have:

- 14,728 full power radio stations made up of the following:
- 4,778 AM
- 6,533 FM
- 3,417 educational
- 859 Low Power FM

- 1,774 full power TV stations:
- 1,022 UHF commercial
- 360 VHF commercial
- 285 UHF educational
- 107 VHF educational
- 10,595 translators and booster stations
- 2,172 low power TV stations

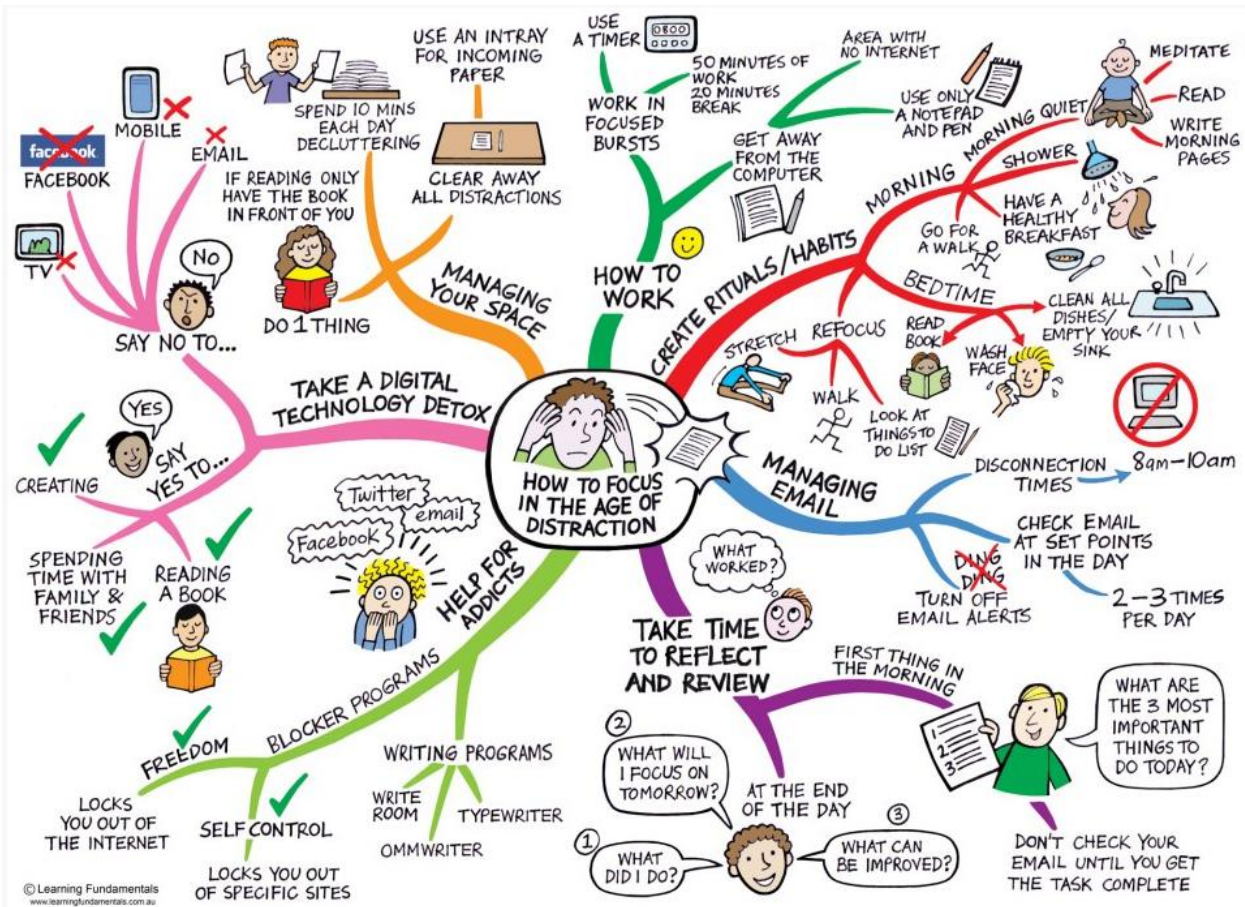
And what about newspapers? In the USA, we have roughly 1,300 daily newspapers published every day. Let's not go to magazines!

So, it's safe to say that we live in a world of endless distractions. Even on your computer screen there's a good chance that when you go to any web page you're going to see advertisements and videos you did not ask for not to mention those annoying "pop up ads" that cover up the content you were looking at.



The image you see above is from the early days of 3-D movies. It's funny to see an entire room of people all wearing the same silly glasses to see a movie that seems to float in midair. To see the movie one had to be doing nothing else. Here we see focus in action. How can we learn to focus on what we're doing and little else? Here are a few tips on how to master this technique:

1. First make a list of the most important three things you want to get done right now. In order of importance, number them from one to three.
2. Next jot down the reward you will get when you stay focused and complete your tasks.
3. Finally jot down the most common distractions that keep you from staying focused on what you want to get done. This way you are aware of the problems in advance. It makes it easier to prepare to deal with such distractions and eliminate them so you can reach your objectives. Speaking of distractions, take a good look at the next image.



Until next week, if you know of any business that would benefit with a little coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email.

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Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.