



The Case for Clarity and Focus

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Why Clarity & Focus Are Critical



**MOST OF US ARE FAMILIAR WITH THE CHESHIRE CAT'S REPLY
TO ALICE'S REQUEST FOR DIRECTIONS...**

**"IF YOU DON'T KNOW WHERE YOU'RE GOING,
ANY ROAD WILL TAKE YOU THERE."**



AND PERHAPS HE SHOULD HAVE ADDED...

**"AND IT DOESN'T MATTER HOW HARD YOU HAVE WORKED,
HOW FAST YOU CAN GO,
HOW SMART YOU ARE, OR
HOW MUCH YOU HAVE ALREADY ACCOMPLISHED
BECAUSE ALL OF THAT IS NOW BEHIND YOU."**



Argument One - Clarity First

Until you have *clarity* you don't have a goal or know where you are going so you, by definition, can never get there.

Without the picture on the jigsaw puzzle box, you are just randomly moving the pieces around, hoping it will eventually come together in a meaningful way...

Good Luck with that!

If you can't define success, you cannot plan to go there.

So you have no plan... Without a plan you cannot focus because you don't know what the necessary steps are.

And life just keeps passing by day after day...

Argument Two – **Without Focus you are *Burning Daylight***

Without focus, it took me five years to finish college with mediocre grades and student debt. I had some notion of wanting a good job and higher pay, but I had no focus about how to get there.

I have since learned both clarity and focus and earned two graduate degrees and written two books while working full time.

Working with coaches, mentors and talking with role models helped me determine my plan, become accountable to myself and I am still getting results.

Argument Three – Traction must be in the Right Direction

Two words you should be using to rate yourself:
Efficient and Effective

- *Efficient* is doing things right
- *Effective* is doing the right things

Which one is your forte?

Can you do both?

Argument Four – What is the ROI on your Time, Money and Life?

“How we spend our days is, of course, how we spend our **lives**.”
- Annie Dillard, Writer

“For many of us, a large portion of our days is spent at **work**; in fact, the average person will spend 90,000 **hours** at **work** over a **lifetime**. It's safe to say your job can make a huge impact on your quality of **life**.”
- Andrew Naber, Industrial-organizational psychologist & data scientist

“How will you spend yours?”

Looking to create your Clarity and Focus?

I work with companies and individuals to create clarity and then develop the focus to achieve it. We work together on-site or remotely.

Finding my Clarity and Focus has paid off, and it can for you too. Call me 321-223-1032

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How to Accomplish More with the Staff You Have

- * Hire Right the 1st Time
- * Reduce Conflict
- * Retain Top Talent
- * Enhance Team Effectiveness



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THANK YOU!

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