



About

- 18 - Minutes Find Your Focus, Master Distraction, and Get the Right Things Done
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- About Brandon Yeager - BrandonYeager.com
- Intro - Wasted time is stolen time. When people make you waste time...they are stealing from your life.

Part 1 - Hover Above Your World (Pause)

- Great leaders have enough confidence to look critically at their own perspective and stay open to other people's points of view, using the technique of Slowing Down...even when they know they're right.
- If things are going right, or well, slow down, or stop. Reducing your forward momentum is the first step to freeing yourself from the beliefs, habits, feelings, and busyness that may be limiting you.
- Power of a pause...Raw, unfiltered emotion is NOT the source of our best decisions. The pause sets you up for a smarter next move.
- Life is a marathon...plan to spend some days medium intensity, 1 long, intense run, several days off, stepping away from busyness will sometimes provide the best insights.
- It's not enough to identify as something...we need to BE it. we need to BE a father. We need to BE taking actions to be in shape. We need to BE a Runner.
- Choose rituals that have meaning to you and do them religiously. Most importantly, be consistent - doing the same thing repeatedly over time solidifies your identity.
- Susan Boyle Story - Don't settle for being less than you are, it won't serve you.

Part 2 - What is This Year About?

- What is the foundation of our happiness?
 - Strengths - Leverage them
 - Weaknesses - Embrace them.
 - Differences - Assert
 - Passions - Pursue
 - We're already doing something whether it's a job, a hobby, or pastime that exploits our strengths, allows for our weaknesses, uses our differences, and excites our passions.
- We're 10 times more likely to take actions when choice is limited.
- Leveraging Strengths - Over the coming year, play the game that is suited to my strengths.
- Embracing Weaknesses - Most successful people know their weakness and integrate them to make an impact in the world. Our quirks may be a super-power!
- Assert Differences
 - Need to stand out from the crowd. If we're like everyone else...how critical are we?
 - Advice for "don't rock the boat"..."rock on!"
- Pursue Passions
 - Story of Captain Sullenberger Pilot License as Teen. Accident investigator. Helped train on evacuating airplanes during emergencies.
 - What are you obsessed with?
 - What are you willing to persist in? Even over a year? And when it feels like you aren't succeeding at it.
 - Do Work you Love...you'll excel!
- Pursue Things that Matter to us.
 - Why am I doing it?
 - What do I spend my time on that I don't particularly care about?
 - What's not important?
 - What makes me feel bad?
 - We always leave buffets stuffed to the gills! We want to eat them all! Need to do fewer things!
 - Need a Number to Focus on...He chose 5. 3 Work related and 2 Personal. Areas of focus do not necessarily need to have a SMART goal.

Part 3 - What is This Day About?

- Without focus, will keep repeating patterns that prevent us from moving forward. The things that get done, are what scream the loudest.
- Plan your day ahead so you can fly through it, successfully maneuvering and moving forward your intended destination
- Reduce your overwhelm by putting your tasks in an organized list, focused on what you want to achieve for the year.
 - It has never been more important to say NO. No, I'm not taking that call. No, I'm not reading that email. No, I'm not sitting through a meeting.
 - Intending to do something vs doing something...gets done if calendared.
 - Really want something done...decide when and where you are doing it.
- Spend a few minutes at the end of each day thinking about what you learned and with whom you should connect. These minutes the key to making tomorrow even better than today.
- 18 Minute Plan
 - Starts by asking...How many of you have too much time and not enough to do in it? Nobody ever raises their hand.
 - 5 Mins...morning minutes
 - 8 Mins...for each hour of the work day.
 - 5 Mins...evening minutes

Part 4 - What is This Moment About - Mastering Distraction

- Mastering Your Initiative
 - Our environment often dictates actions.
 - Make it easy to change behaviour in certain environments.
 - Goal is to make things we want to do, easier, and things we don't want, harder.
 - Create environments that naturally compels you to do things you want to do.
 - Need less motivation than we think. Most often, we just need to take the first step, crank the flywheel.
 - We gravitate toward doing things we find pleasurable and away from things we find painful.
 - If you want to change behaviour, start with fear, then shift toward a reward. Fear of a pain is a great catalyst...then, need to have rewards. Fear is not sustainable. Rewards...keep going long term.
- Mastering Your Boundaries
 - Day is going well. Planned out. Then, Well meaning people, nice, polite, sincere people are out to get us. Seductive sirens who want to tempt you away from your efforts.
 - Resist the temptation to say Yes too often.
 - Plan for lead times...can simply arrive somewhere...must drive. Otherwise...it's pre-meditated lateness.
 - Set boundaries...when we are plugged in and available, and when we are not.
- Mastering Yourself
 - Create unrealistically short deadlines...Deadlines keep things alive and moving.
 - It's not necessarily our skills that determine how we feel, but if we think we're good at something, we'll do it.
 - World doesn't reward perfection...it rewards productivity.
 - Small steps. Don't write a book...start with a page. Don't create an entire presentation...do a slide. Smaller steps allow for more successes. Successes are habitual and allow for better results.
 - 7:1 ratio. Give 7 good things before 1 bad.
- Choosing Your One Thing - Keep focused on 1 thing.