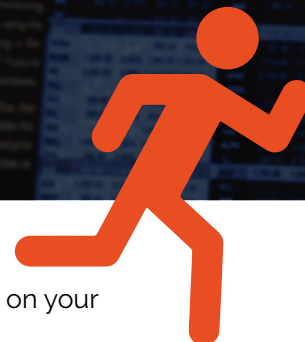


# Focus



The purpose of the 'Focus' stage is to have some part of the day completely focused on your top priority.

The benefit of this stage is two-fold. Firstly, focusing on one thing is more **efficient**. But second, this way of working also predicts **better quality outcomes**, almost irrespective of task, which is a lot more satisfying.

Without a 'Focus' stage protected each day it is much easier to work in a reactive way, and to be drawn towards less important but urgent tasks.

## Ways to build **Focus** into your routine

### TOP RECOMMENDATION

Immediately after your preparation routine, **set a timer for either 25 or 45 minutes. Work without distraction** on your top priority. Then, **take a break** – preferably a walk outside or some other form of exercise. Then, if you can, **repeat**.

### WHY

This routine will ensure you never waste a day!

Protecting two bursts of focused work will allow a far greater sense of achievement, leaving the rest of your day feeling more energised and motivated. There is evidence that scheduling difficult things first thing will give you the best chance of making progress, as your chance of procrastination (resistance) is lowest at this time.

### Create deadlines



If you have a big task to do, give yourself one quarter of the time available to do a quick first draft. Then take a break and come back to it. Working to deadlines is more efficient and motivating than getting stuck at your desk for long periods of time, plus your subconscious will have time to work on the issue during the break.

### Be proactive with your environment



Create a 'focus mode' where you change your environment to bias you towards focus. For example, have a place to leave your phone when focusing or a ritual to change the settings on your device. Focus apps are also helpful. You can find a list of good ones in the 'Tools to help' below

### Batch similar tasks together



What your mind dislikes most is switching rapidly between dissimilar tasks. As far as you can, try to 'batch process' similar tasks. It will be much more efficient.

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## Tools to help

[Visit our website for tools and resources](#)