

UNDERSTANDING OUR BRAIN'S LIMITATIONS

Every single day, most of us are faced with the predicament of having lots on your plate. Staying focused can be tough with a constant stream of employees, clients, emails, and phone calls demanding your attention. Amid the noise, understanding your brain's limitations and working around them can improve your focus and increase your productivity.

Our brains are finely attuned to distraction, so today's digital environment makes it especially hard to focus. A distraction is an alert as such we have to Orient our attention because this could be dangerous. The brain's reaction is automatic and virtually unstoppable. The distraction may become habitual to one's life.

Here are Tips for Finding Focus and reducing Distractions

While multitasking is an important skill, it also has a great downside. It basically reduces our intelligence, literally dropping our IQ. "We make mistakes, miss subtle cues, fly off the handle when we shouldn't, or omit things wrongly." To make matters worse, distraction feels great. Your brain's reward circuit lights up when you multitask, meaning that you get an emotional high when you're doing a lot at once.

Try these tips to help you become more focused and productive

1. Do creative work first.

Typically, we do mindless work first and build up to the toughest tasks. That drains your energy and lowers your focus. An hour into doing your work, you've got a lot less capacity than (at the beginning), and every decision we make tires the brain.

In order to focus effectively, reverse the order. Check off the tasks that require creativity or concentration first thing in the morning, and then move on to easier work, like deleting emails or scheduling meetings, later in the day.

2. Allocate your time deliberately

We are truly focused for an average of only four hours per day. Most people focus best in the morning or late at night, and studies show that 90 percent of people do their best thinking outside the office. Notice where and when you focus best, then allocate your toughest tasks for those moments.

3. Train your mind like a muscle.

When multitasking is the norm, your brain quickly adapts. You lose the ability to focus as distraction becomes a habit. We've trained our brains to be unfocused.

4. Ways to Disconnect and Get More Done Without Unplugging Completely

Practice concentration by turning off all distractions and committing your attention to a single task. Start small, maybe five minutes per day, and work up to larger chunks of time. If you find your mind wandering, just return to the task at hand. It's just like getting fit. You have to build the muscle to be focused.

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Try these three tips to help you become more focused and productive:

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7 THINGS SUCCESSFUL ENTREPRENEURS DO TO MAKE THEMSELVES INSANELY PRODUCTIVE

We tend to look at world-famous entrepreneurs like Bill Gates and Jeff Bezos and just assume they have something that we don't that has made them as successful as they are. While that might be true, it's not because they were born with that special something; they have cultivated it within themselves through the way in which they live. Successful businessmen approach each and every moment of their time on Earth much differently than most people do. In doing so, they set themselves apart from the common man in many ways.

They eat well

How many of you grab a banana or granola bar while running out your front door on your way to work? Successful entrepreneurs do not do this; they wake up early enough each and every day so they can start their day off on the right foot with a healthy breakfast. Eating a breakfast full of fruits, grains, and proteins can benefit your body and lifestyle in many ways, and busy businessmen know this. By eating well first thing in the morning, they fuel their bodies in preparation for the hectic day to come.

They plan

Successful entrepreneurs know exactly what they're going to be doing each and every day of their lives. They take time the night before to plan out the following day; some plan right down to the very minute. Many entrepreneurs plan too much to accomplish in one day. However, they do so as a contingency plan in case they happen to finish a project early, or a meeting gets canceled. That way, they always have some other activity to fall back on if they suddenly have a free block of time. They also schedule breaks throughout their day in order to recharge before hitting the ground running once more.

They set a purpose

Since they have a plan for every day, successful entrepreneurs know exactly what they intend to accomplish at any given time throughout their day. They stay focused on their goals, and keep the end in mind while working on specific projects. They also set aside distractions, such as emails and text messages, until they complete their current task. As previously mentioned, they'll have scheduled time to check these nuisances, but they never let a buzzing cell phone distract them from attaining their goals.

They visualize

Entrepreneurs visualize themselves succeeding at every turn. Doing so is one part optimism, one part motivation, and one part realism: They approach each challenge optimistically, believing they can accomplish whatever task is set before them; they motivate themselves to be able to accomplish the task; and they know it can be done. As mentioned before, they list their goals on paper, and sometimes sketch a picture of what their success will look like. In this way, they make their abstract ideas come to life in a tangible and reachable fashion.

They say “No”

While you might think that a budding entrepreneur would be open to each and every idea that they're approached with, this would completely overwhelm them. Instead, they must be incredibly selective with the ideas they choose to pursue. Because of this, they have to learn to say “no” to many of their own ideas, as well as most of the ideas others come to them with. Not even Warren Buffett can create a fortune by investing in a terrible idea. Instead, the successful entrepreneur knows when to decline an opportunity that he knows will end up going nowhere in the long run.

They value their time

Going along with the last point, successful entrepreneurs don't waste their precious time on anything that could stop them from achieving their goals. They usually find shortcuts or come up with creative ways to reduce the time spent on daily routines. For example, one of their common struggles is dealing with the trivial yet complex technical problems of their mobile devices that they rely on to handle daily tasks. They can simplify the processes in managing their devices. With higher productivity, they can devote more time and energy on growing their businesses.

They listen and learn

From the budding entrepreneur to the richest businessmen in the world, they all stay successful by being life-long learners. They actively seek out help and guidance from mentors and peers, and continue to keep an open mind when it comes to how they approach their business. And they never stop reading, keeping new trends constantly in mind. As the world around them continues to grow, they know the only way they can keep up is by growing, themselves.



SDS

The TOPIC for March, 2016

HOW TO IMPROVE YOUR CONCENTRATION – ACHIEVING FOCUS AMID DISTRACTIONS

Date

2nd March, 2016

VENUE (MALAYSIA)
Banker's Club Kuala Lumpur
(Amoda Building)
Jalan Imbi
(Opposite Berjaya Times Square)

Time

6pm - 8pm



Timely Inspiration

“Self Management with Dr. Venga”

Regularly make use of the analysis of time and activities and the list of distractions and interruptions to be able to control and improve your personal work style. The result will help you to detect and counteract unnecessary time wasters and bad habits that you may have come to enjoy. Some examples are lengthy telephone conversations, preparing conversations, superfluous or lengthy meetings, unpleasant interruptions, mixed up priorities, inadequate delegation and similar problems.

During the days of the Red Indians, it was a custom that at the end of the day after dinner, the Sioux tribe would go up to the hills and would tell their spirits what they had achieved for that day. They would also ask their spirits for support of their planned activities for tomorrow. So as you can see, reviewing your day is not a new practice but one which has already been done many moons ago!



STRATEGIES TO IMPROVE YOUR CONCENTRATION AND REDUCE YOUR DAILY DISTRACTIONS

How many times have you sat at your desk and tried to focus on a task, only to find that your mind is wandering? Despite your best intentions, you just can't concentrate. We've all been in this familiar, frustrating situation, and it's something that can really undermine your performance.

Environment

Your personal work environment plays a large role in your ability to concentrate. The more comfortable and welcoming your environment is, the easier it will likely be for you to stay there and focus.

Here are some ideas for improving your physical environment:

Make sure you're comfortable – Start by ensuring that your chair and desk are at the right height for you to work comfortably. If your chair is too high or your desk is too low, you'll be uncomfortable, and you'll be tempted to use this as an excuse to get up and walk away.

Put up pictures – Viewing a natural scene or watching wildlife can help improve concentration. If you're able to put up pictures in your office or work area, then choose landscapes or natural images that you enjoy. This can help your focus, especially if you can see the pictures from your desk.

Shut out distractions Add to My Personal Learning Plan as much as possible – Listening to music can help, especially if it's instrumental music. Some people even use "white noise" apps – these produce a steady, non-distracting sound like ocean waves or falling rain. This steady background noise can drown out other noise, helping you focus better and ignore distractions.

$$P - I = P$$

Productivity - Interruptions = Performance

Nutrition

Follow some simple nutritional tips:

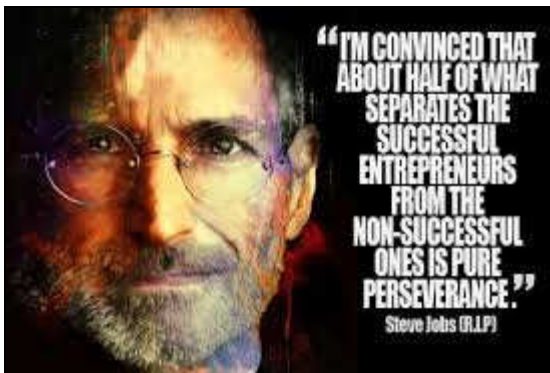
Drink water – Many of us don't think about drinking water while we're at work, yet dehydration can make us feel tired, irritable, slow, or even sick. When our brains don't have enough fluid, they can't operate at peak performance. Staying hydrated is an easy way to help improve your concentration during the day.

Eat breakfast – Start your day with a healthy breakfast. It's much harder to concentrate when you're hungry, so eat a well-rounded meal before you go to work. You can also help your concentration throughout the day by keeping healthy snacks at your desk. Almonds, whole-grain crackers, fresh fruit, and vegetables are good choices.

Get up and move around – Do you walk around during the day? If you're like many people, you probably don't move around enough. Research has shown that regular walking can help increase your focus during the day.

Mindset

Constant distractions, and the low productivity that's associated with these distractions, have become so commonplace in today's offices that doctors have even given it a name: Attention Deficit Trait, or ADT. And, they say that **entire organizations can suffer from it.**



reflections

Failure will never overtake me if my determination to succeed is strong enough.

**WORK IS HARD. DISTRACTIONS ARE PLENTIFUL. AND TIME IS
SHORT**

Adam Hochschild

Everything in your life is a
reflection of a choice you
have made. If you want a
different result, make a
different choice.

shinzoo.com

Customers for Life

What is the purpose of a business? “To make a profit.” ??

The Real Purpose of A Business

But this answer is wrong. The purpose of a business is to create and keep a customer. If a business successfully creates and keeps customers in a cost-effective way, it will make a profit while continuing to survive and thrive. If, for any reason, a business fails to attract or sustain a sufficient number of customers, it will experience losses. Too many losses will lead to the demise of the enterprise.

Why Businesses Fail

According to Dun and Bradstreet, the single, most important reason for the failure of businesses in America is lack of sales. And, of course, this refers to re-sales as well as initial sales.

So your company’s job is to create and keep a customer, and your job is exactly the same. Remember, no matter what your official title is, you are a salesperson for yourself and your company. And the best way to increase your value as a salesperson is to build your customer base.

Why Businesses Succeed

The two most important words to keep in mind in developing a successful customer base are Positioning and Differentiation.

Positioning refers to the way your customers think and talk about you and your company when you are not there. The position that you hold in the customer’s mind determines all of his reactions and interactions with you. Your position determines whether or not your customer buys, whether he buys again and whether he refers others to you. Everything that you do with regard to your customer affects the way your customer thinks about you.



The Key to Competitive Advantage

Differentiation refers to your ability to separate yourself and your product or service from that of your competitors. And it is the key to building and maintaining a competitive advantage. This is the advantage that you and your company have over your competitors in the same marketplace – the unique and special benefits that no one else can give your customer.

Select Your Customers Carefully

When you begin to think about acquiring and keeping customers for life, you need to think about the particular types of customers for whom your competitive advantage is so important that they would be poorly served by using anyone else's product. You need to then emphasize again and again that the special features and benefits you offer are so important that they should not even think of going somewhere else. If, for any reason, you fail to do this, you may lose the customer and all the work you've done in building that relationship in the first place.

Action Exercises

Here are two things you can do immediately to put these ideas into action.

First, determine exactly what your current positioning is today with your customers. How do they think about you and what do they say? How could you improve your positioning?

Second, determine your exact competitive advantage, your area of superiority in what you do. How can you increase in your area of excellence and then convey it better to your customers?

