

The Importance of Focus

By

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Controlling Idea: **Importance Directs Focus**

Distraction is a major problem. There is too much information and it is easy to be overwhelmed.

\$650 billion is wasted just in America alone each year because workers do not focus on their work.

What is distraction costing you?

Willpower and discipline are great but they will not help you with focus in the long term. There is a better way.

My promise to you is I will show you a simple three step framework that will help you to stay focus on what matters to you.

Then I asked you to make a circle with your fingers and place them on your chin.

What did you do?

What was your reaction?

Then I asked you to bring your hands together as you thought about what was important to you.

Were you surprised by the ending?

This brought up to the topic of multitasking.

The research shows that we really cannot do this and if it is important to you, don't do it.

It was here that I asked you to control your foot and your finger, making the number six in the air.

How did you do?

Multitasking often leads to feelings of overwhelm.

George Miller (1956) wrote a report about The Magic Number 7.

His research shows we are very limited.

More is going on in the world than we can take in.

Google his name and you can read his paper.

Then I asked you to look for 7 red things in the room and 7 blue things in the room.

After which I asked you to increase the number of red and blue things to locate.

This is how people feel overwhelmed. They attempt to do too much.

It reminds me of my first trip to the Middle East. I could not take it all in!

There was too much new information.

I was warned by my travel guide to focus because the tricksters (magicians) like to pick pockets when people are distracted.

I have led trips all over the world for years and no one has stolen anything from me.

On one occasion, a passenger did not listen to me and they stole his money.

They circled around him and cause a distraction and sold him a flute for a dollar.

When he arrived at dinner that night he realized the flute did cost everything he had.

I did not tell you in the lecture due to time, but we were able to get his money back.

Why was he so easily misdirected?

What he deemed important, was not important. What he valued was the flute for a dollar. What I valued was his safety, but he did not listen.

Invisible patterns (45k-65k thoughts) were working against him and he was not aware. 90% of these patterns repeat unless you make a conscious effort to change them or you run on autopilot.

Willpower and discipline did not help him.

It reminds me of the movie Ground Hog Day. Have you seen it?

The main character has a false narrative of importance. What he deems important was himself and no one else.

Invisible patterns were working against him (45k-65k-90%) and he was not aware.

Once aware, he tries willpower and discipline to change his life.

This only leads to failure and depression because nothing worked.

Are you aware of your patterns?

It was here I asked you to think of a number between one and ten.

Did you think of 7?

Then I asked you to think of a color.

Did you think of red or blue?

Next I asked you to think of two shapes. Did you think of a circle or triangle?

All these things were placed into the lecture to condition you to recall them.

For most people it works, but it is not 100%.

No worries if you got creative and made your own choices.

Then I told you the story of me becoming a magician at an early age. Magic was my life until I got to college. I got tired of the ego trip and I did not want to spend my life fooling people.

I guess you could say I had a "Ground Hog Day" shift in my thinking.

Now I want to help people see how they are being tricked with distraction by their own mind and the environment.

I want to be your guide to show you how to focus and live the life of your dreams.

By the way, I have been on this journey for over 20 years and what I am about to share with you will shorten the time it would take you to collect this information.

The plan is simple and there are only three parts.

1. Identify what is important
2. Make it a habit
3. Keep it a secret

Importance: Ask the question “What is important now?” (Think of the Triangle)

Most people have no idea of what they value.

On a trip, my passport is what I value the most. I don't want to lose it.

If travel is a metaphor for life, what do you value the most? Can you think of one thing?

If you feel overwhelmed with this, relax because it will come to you as you follow the next two steps.

Next are habits. You already have them and they have gotten you this far.

If you want something more, you have to create new habits and it will be uncomfortable.

Do you recall the thumbs being switched on top?

This is going to feel uncomfortable because you are rewiring your brain (mind).

Your automatic pilot (TWA) has taken you where you are now.

You are going to have to take control of three things: Thoughts, Words, Actions (TWA) to soar to new heights.

If you recall the triangle, thoughts were drawn inside with words and actions drawn outside.

This is an inside job and you must start with your thoughts.

I have created a deck of cards with positive thoughts on them.

Each and every day, I rehearse these thoughts to make these thoughts apart of my identity.

What I am doing is conditioning my 45k-65k thoughts I am having every day which are being repeated at 90%.

I am also very careful of my environment. I limit myself to negative situation, including media and people. Your circle of influence will change as you change.

My thoughts influence my words to myself and my actions and this does not happen overnight.

There is lag time, so you must be patient with yourself.

You don't plant flower seeds and dig them up the next day do you?

Do some research and find how many days it takes to create new habits.

It will surprise you.

You need more than 90 days to create new habits, but it is worth it.

When I travel, I make it a habit to place my passport in the same place time and I don't tell anyone. I keep it a secret.

Keeping all this secret is the next secret.

Loose lips sink ships.

It is easier to talk about writing your book than writing your book.

Don't trick your brain with loose lips.

Be very careful who you share what is important to you because it can all backfire on you.

Harry Houdini knew how to keep secrets.

Be like Houdini.

When he was challenge to escape from a bank vault in London, he took up the challenge.

The safe was brought on stage. Houdini got inside and made his escape from the inside out.

Maybe you asked, “How did he do that?”

That is a good question, but there is a more important question, but I am getting ahead of myself.

First, Houdini knew what was important to him.

What was important was one outcome and that was to escape.

Next, Houdini conditioned his mind with positive (habits) thoughts.

He would say, “My brain (mind) is the key that sets me free.”

Habits practiced in secret, over and over again was the thing that condition his mind for his outcome.

He did not wing it.

He did not dabble.

He was committed to one thing and he practiced in secret over and over (habits).

So must you if you really want to create magic in your life.

Do you know how he got out of the safe?

I asked you to reflect on this.

The key is asking a better question.

The most important question to ask is, “What is the purpose of a safe?”

The answer is to keep people out, not in.

Have you ever been locked outside your car?

What about from inside your car?

Here is another secret.

Houdini only agreed to the challenge if the safe was delivered to the theater 24 hours before the audience arrived. He had a day to contemplate his escape from the inside out. He also made a key that was slipped to him prior to him being locked in and he practiced (habits) prior to the curtain going up.

The secret is reflection.

How many people take time out of their busy today to reflect or to contemplate what they want out of life?

Not many I would say.

How many people are living the life of their dream?

Not many I would say.

The good news is you hold the key that can set you free!

All you have to do is these simple steps:

1. Identify what is important
2. Make it a habit
3. Keep it a secret

Where you are in your life right now is not where you have to stay. If you want more, you can do this. The steps are simple but the process is a journey.

You will have to practice this daily and it will take time.

Like anything, this requires risks because there are no guarantees in life.

The temptation will be try to use willpower or discipline to achieve what you want.

While that may be helpful the better way is to clarify what is of utmost importance to you, make you thoughts, words and actions congruent with what is important to you and use daily reflection as a tool to point you into the direction you desire to go.

I can sum up the lecture in three words: **Importance Directs Focus.**

Be sure to enjoy the journey.

My one request is that you do not share these notes. These lecture notes are for people who attended my lecture.

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