

JANUARY 9

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## THE POWER OF FOCUSING

What does it take to have the focus required to be a truly effective leader? The keys are priorities and concentration. A leader who knows his priorities but lacks concentration knows what to do but never gets it done. If he has concentration but no priorities, he has excellence without progress. But when he harnesses both, he has the potential to achieve great things.

I frequently meet people in leadership positions who seem to major in minor things. So the important question is, How should you focus your time and energy?

Effective leaders who reach their potential spend more time focusing on what they do well than on what they do wrong. To be successful, focus on your strengths and develop them. That's where you should pour your time, energy, and resources.

Growth equals change. If you want to get better, you have to keep changing and improving. That means stepping out into new areas. If you dedicate time to new things related to areas of strength, then you'll grow as a leader. Don't forget: in leadership, if you're through growing, you're through.

Nobody can entirely avoid working in areas of weakness. The key is to minimize it as much as possible, and leaders can do it by delegating. For example, I delegate detail work to others. A team of people handles all the logistics of my conferences. That way when I'm there, I stick to the things I do best, such as the actual speaking.

—*The 21 Indispensable Qualities of a Leader*

SET YOUR PRIORITIES AND FOCUS  
ON YOUR STRENGTHS TODAY.