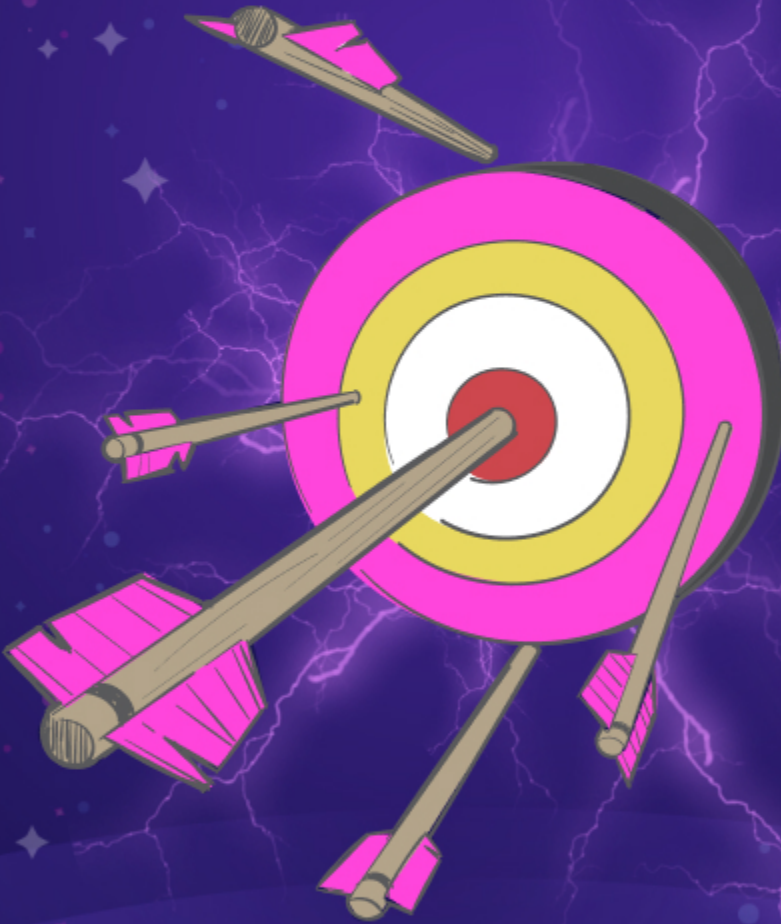


The

Power of Focus

The Ultimate Secret of Leading Achievers in the World



Boom Boom Publishing

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Introduction

Everyone wants to be successful in life. Whether it's business, pursuing your passion, your career, or building a family. Without the desire for success, humans cannot exist and thrive. While success is not an uncommon term to many, only a few people have really benefited from the sweet taste of a career. What's their secret? The focusing power.



According to a 2000 study conducted by Microsoft, an average individual has an attention span of 12 seconds. In 2015, it dropped to 8 seconds. It was supported by the study from the Technical University of Denmark, suggesting that the short attention span is due to information overload. So many things are demanding our attention that we can only focus on one thing at a time for a short period.

Another study from the University of California at Irvine reveals that workers in a technical field could only focus on working on a project for 11 minutes before they are distracted by their surroundings. To make it worst, it took them 25 minutes of wandering and being distracted before they are able to get back on track.

This short attention span has introduced a lot of issues and difficulties. People are struggling to finish one task without jumping into the next. Most of them cannot focus on consuming one trend before they consume another. According to the Oracle ID Graph, the average person has five devices. That means we have endless choices on what and where to get the information we want. The more we are surrounded by information, the more we feel overwhelmed. As a result, none of the tasks we wrote on our to-do list is accomplished.

It's quite frustrating, right? You meticulously wrote down these tasks, knowing that each step brings you closer to your success. But if you can't finish a single task, how long before you reach your success? Or will you even reach it if you are stuck on the same task and stagnant for the past years? This is the main reason why people settle for less and give up on their ambitions.

But worry no more because this book will help you to succeed using the power of focus!

It's high time to take control of your life and get what you wanted. No matter how ambitious it is, you can get anything you want with the power of focus. This book will define the power of focus, causes for a short attention span, and how to break this bad habit. We will break it down and discuss it phase by phase. As a special chapter, you will also learn excellent research-based food choices that can improve your focus.

So, drop whatever you are doing right now and focus on this book alone. Your life is about to change in the next few chapters.



Chapter 1

The Focus Power



Definition of The Focus Power

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“Always remember, your focus determines
your reality”

George Lucas

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Focus is defined by experts as the act of centering your concentration on a specific activity or interest. Focus can only occur if there is nothing else you are doing but that one task. It's when you say yes to a specific interest and no to the rest of them. Eliminating distractions is one of the prerequisites for focus.

Focus is the key to increased productivity and better work-life balance. It has the capacity to say no to other things at the present moment until you accomplish what you are here for.

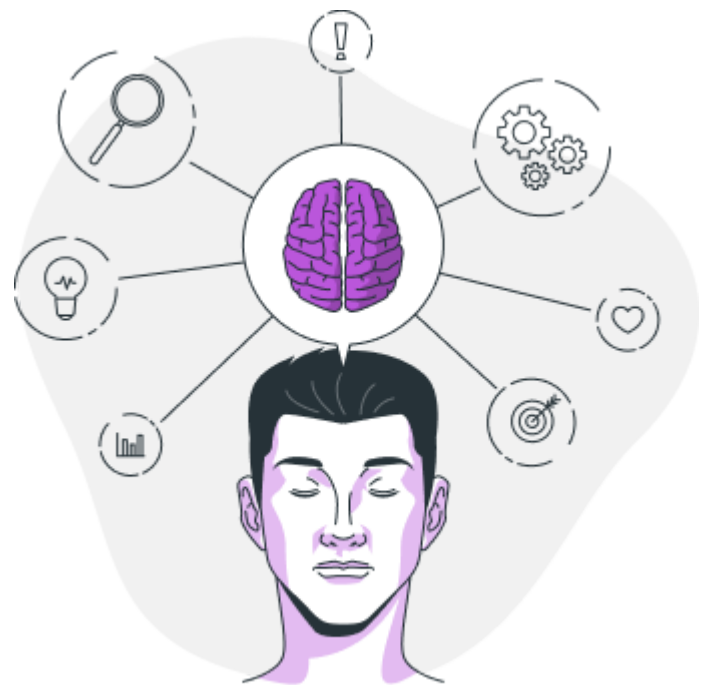
Focus keeps your productivity level on all high, allowing you how to spend your day without being distracted. Focus is not just for corporate fields. It's an essential skill you need to learn to create better life decisions.

It is a thinking skill that must be developed to avoid procrastination and keep your attention and effort into a certain task until it is completed. Focus is the key to finishing a task amidst different distractions that can happen. It also serves as the foundation to reach a goal.

To put it simply, the focus will help you to live the life you want. It's not just a reaction to what's happening around you but total control of the circumstances that are happening in your life.

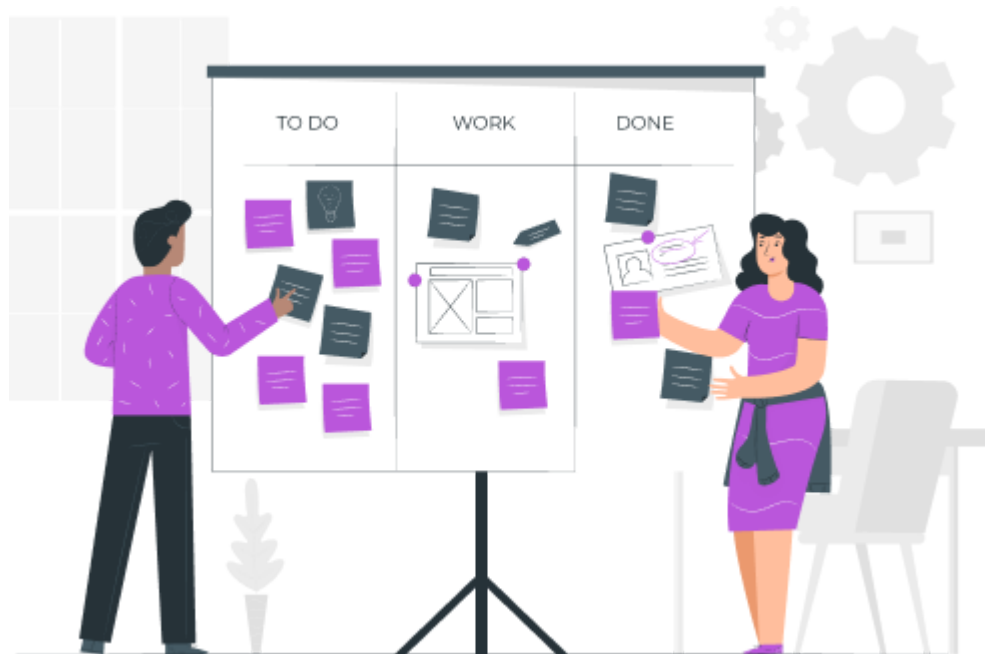
According to the author of Hack Your Brain, Elie Venezky, the focus is a muscle that anyone can build. A lot of people are under the illusion that they are not focused, and it becomes their reality. But once they ignore this unwanted belief, they are given a reality where building focus is achievable

For many people, attention is a wild beast that is hard to tame. Hence, achieving our long-term goals becomes more and more impossible. However, numerous studies reveal that people who stay focused on specific durations can give a better cognitive performance and overcome different challenges. In contrast, constantly giving in to the distractions around you can result in poor creativity and bad decisions.



Do you know that distraction isn't the only problem? Our main problem is that only a few people are trying to build habits that enable them to become focused. As a result, only the rich, successful people can benefit from the power of focus.

5 Key Elements to Staying Focused



We all have the same 24 hours. If you are wondering why your teammate can do all tasks in just a day while you remain stagnant, it's because he is focused and driven. He knows how to manage his tasks, and he is working toward a goal. Each day is a step closer to his goal.

According to Steven Kotler's book, *The Rise of Superman*, top executives are 500% more productive when they are in deep focus compared to when they are distracted. They get the most out of their 24 hours by being in a state of flow.

To improve your focus, there are elements that you need to master first. But before that, let's get to know the different sources of distractions in our lives. According to Daniel Goleman in his book *Focus: The Hidden Power of Excellence*, there are two sources of distractions that can disrupt your focus. The first is the sensory distractions that come from things that are happening around you. The second is more abstract, the emotional distractions, which come from your inner voice, the thoughts about the circumstances that are happening in your life, or a nagging feeling that you can't get rid of.

Learning how to focus can be a daunting task. Let's get you started step-by-step with the five key elements of focus.



5 Key Elements to Staying Focused

Most people blame their lack of focus on technology. The rise of smartphones, emails, news, and 24/7 access to information has shortened our attention spans. Instead of making our lives easier, technology has destroyed so many opportunities because people let themselves be distracted by it.

However, as the behavioral designer Nir Eyal says, technology must be controlled by humans and not technology controlling humans.

Manufacturers, content creators, and anyone benefiting from your attention would like you to take your attention away from you. Hence, the default settings on your phone are always designed to get your attention or distract you from work. For instance, the display of notifications can break your focus when you are doing something.



It's crucial to take some time off your phone. When you start working, make sure that your device is turned off or in a silent mode. If there are distracting websites, make sure that it is blocked before you start on the task. If possible, keep your phone out of sight when you are working. Focus on what you need to do and reply to all emails and messages on social media later. Your friends asking you for a party can wait, but your task on hand couldn't.



Create a focus-driven environment.

The environment you are working with plays a huge role in how you are able to focus on one task without getting distracted. If you sit in a cluttered room and decide to work on something, chances are, you'll end up getting distracted by the things inside the room.

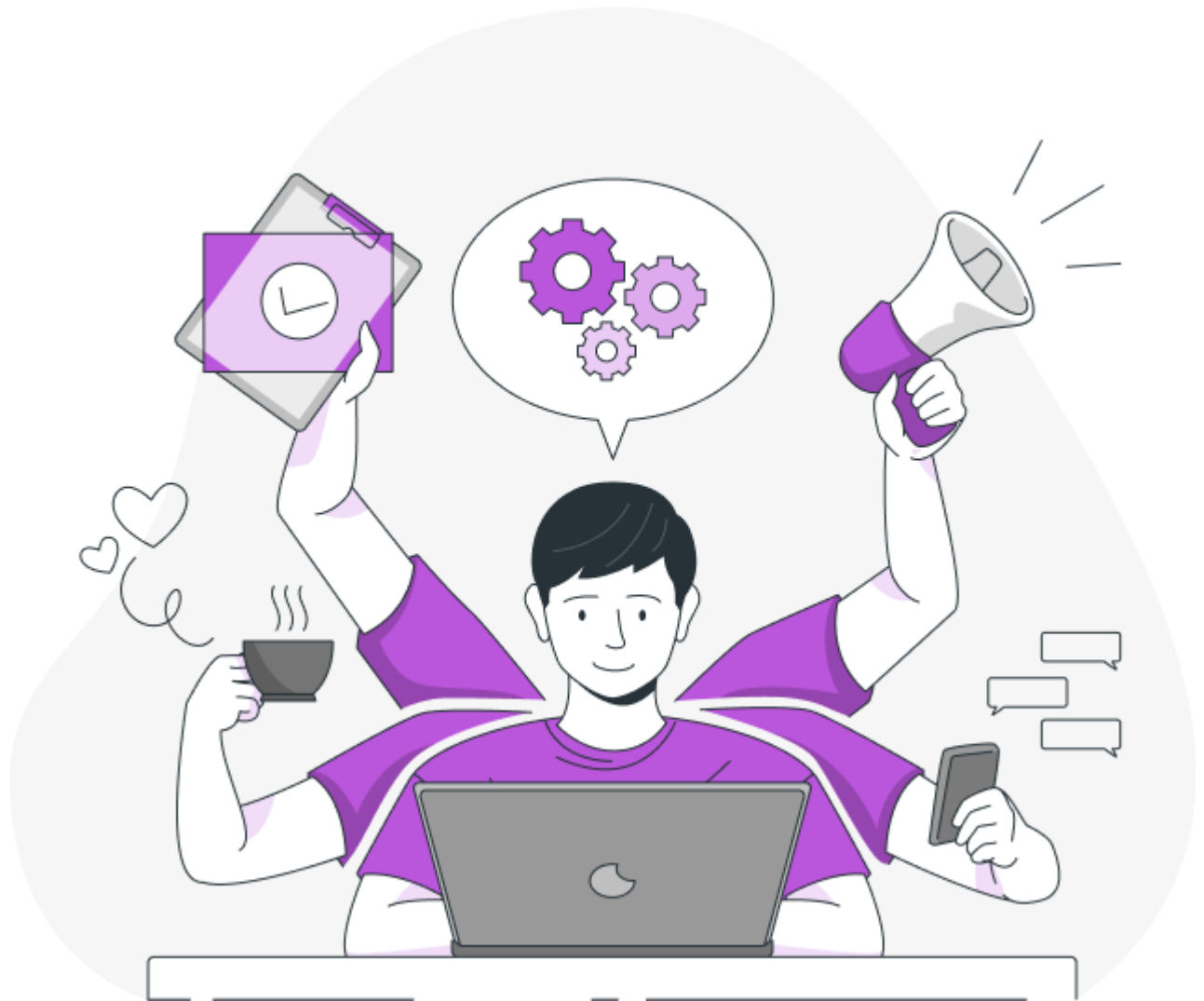
A group of neuroscientists confirmed that the more clutter, the harder it is to focus on work. It also increases stress and declines the work performance of an individual.



Hence, it's imperative that you work in a clutter-free environment. If you are working from home, clear out as much clutter as you can before sitting down at your desk. If you are in the office, make sure that your desk is clean and free of distractions. You might want to block your officemate's constant chatters by wearing noise-canceling headphones or listening to music that can boost your productivity.

Some people also use an "interruption stoplight" signal that warns other people not to disturb them as they are focused on doing something.

✔ Stop multitasking.



Your brain is wired to look for more things when you multitask. There is no clear direction of what you are supposed to do. Hence, it's crucial to practice single-tasking. It can help to pin down your focus, concentrate on what you are doing, and improve your work performance.



Limit who has access to you.

Do you know that an average worker checks email every six minutes of the day? Even if they are not expecting anything, they keep on checking their emails. Another study reveals that approximately 84% of workers keep their emails open all day long. Around 70% of them open the email within six seconds upon receipt.

That means constantly checking their emails now and then while doing their job. It doesn't sound very productive, isn't it?

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Take a real break

Being focused doesn't mean depriving yourself of the much-needed break. You need to take multiple breaks in a day so you won't strain your eyes and get stuck on something because you're feeling overwhelmed. Scrolling your Facebook feed or checking out how many likes your recent tweet got is not a real break. You need to stand up, drink water, stretch, or maybe take a walk outside.

You need to stand up, drink water, stretch, or maybe take a walk outside.

This is a real break that will give your mind a rest. It helps you to think and clear your head before you go back to work again. You need to recharge your brain; otherwise, you will suffer from burnouts.



Chapter 2

Causes of Short Attention Span



Causes of Short Attention Span

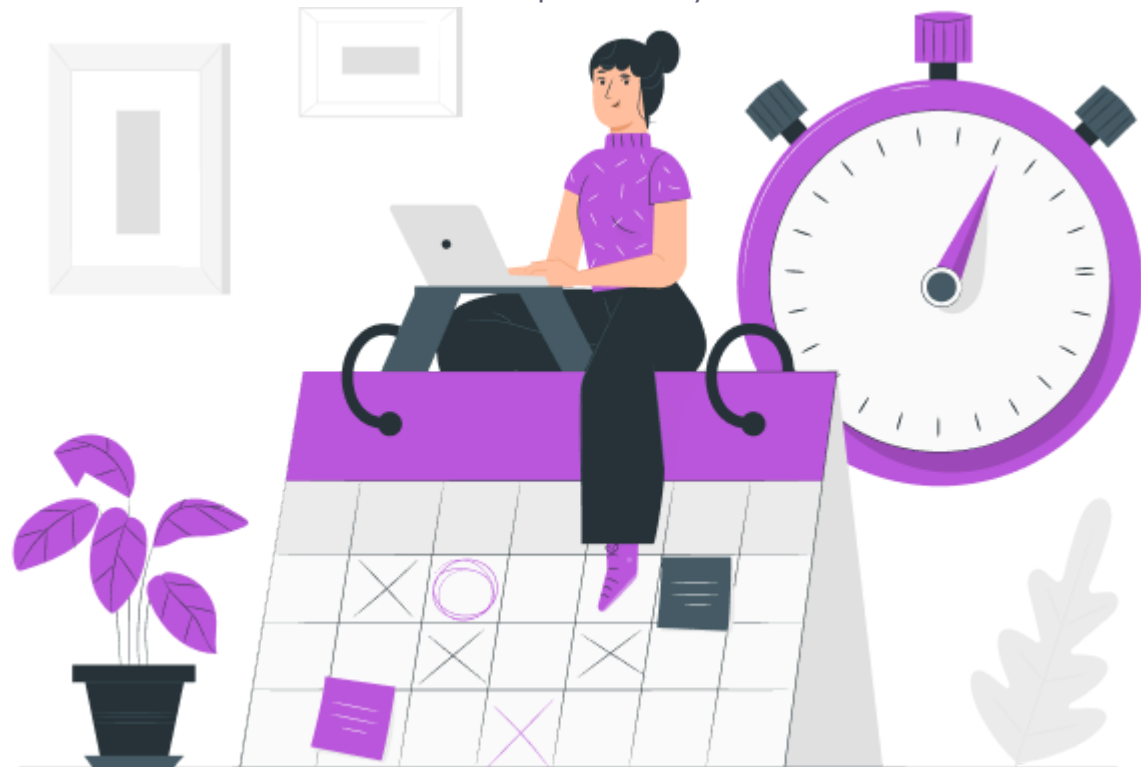
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“Be the motivation. Not the distraction.”

Robb Hill Sr.

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According to a 2010 study, we spend around 47% of our waking hours thinking about something else rather than attending to our present task. Short attention span has become unusual, and it's affecting our productivity.



A short attention span could be killing your success without you knowing it. Sometimes, it is a warning sign of an underlying condition, including attention deficit hyperactivity disorder (ADHD).