



Rule No. 9 —Focus beats multitasking.

Multitasking is a myth. Every time you split your attention, you dilute your effectiveness. This rule reminds us that meaningful progress doesn't come from doing more things —it comes from doing the right thing with undivided attention.

The Hard Truth

Multitasking is the most expensive myth in business.

The moment everything becomes a priority, nothing actually is. The science is clear. The results in your business are probably clear too. The people who build the most are the ones who ruthlessly protect what they're working on and finish it before they start the next thing.

Ask Yourself —

What is the one thing I can do right now that will make everything else easier or unnecessary?

What distractions or obligations do I need to eliminate (or say “no” to) so I can fully commit to what matters most?

Action Steps —

This Week's Edge: Choose One. Finish One.

This week, resist the temptation to tackle everything at once.

Before your day begins, ask yourself:

"What is the one task that, if completed today, would create the greatest positive impact?"

Then make a commitment to protect uninterrupted time to complete it before being pulled into meetings, emails, or other people's priorities.

At the end of each day, don't measure success by how busy you were. Measure it by whether you moved your most important objective forward.

Your challenge this week:

- **Identify your One Thing each morning.**
- Schedule at least 90 minutes of uninterrupted focus on that priority.
- Silence notifications, close unnecessary tabs, and eliminate distractions.
- Complete your One Thing before shifting your attention elsewhere whenever possible.

Remember:

Extraordinary businesses are rarely built by leaders who do everything.

They're built by leaders who consistently do the most important thing first.

Small daily focus creates extraordinary long-term results.

This rule isn't about doing less for the sake of minimalism.

It's about doing what matters most, with intensity and discipline, while tuning out everything else.

This Rule Helps With

- Overcoming distraction in a noisy work environment
- Clarifying what matters most each day
- Improving productivity without burning out
- Building momentum by completing high-impact tasks
- Strengthening personal discipline and decision-making
- Avoiding the illusion of busyness that comes from scattered work

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Practice the principles.



Recommended Reading —



***The One Thing*, by Gary Keller & Jay Papasan**

"Multitasking is merely the opportunity to screw up more than one thing at a time."

Each day, set 2 specific actions
that move this week's Rule into practice
and help complete the Action Step by week's end.

TOP 3 priorities this week:

WEEK 21

monday

tuesday

wednesday

thursday

friday

saturday

sunday

notes —

this week...