



Rule No. 9 — **Focus beats multitasking.**

You can't give your best attention to everything at the same time. Every time you jump from one task to another, you lose time and focus. Pick the thing that matters most, give it your full attention, and finish it before moving on. Focus gets things done. Multitasking is a myth.

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 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

TOP 3 priorities this week:

ourEDGE



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.

Practice the principles.

monday

☐☐

tuesday

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wednesday

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thursday

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friday

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saturday

sunday

this week...

notes —