



Focus

by Cub Marion

I always got a chuckle when my children were teenagers, and I got the eye roll when I started talking about focus. They called it “the focus speech”. Typically, “the focus speech” came their way surrounding athletics or their grades in school. Maybe it was a little too heavy a topic for them at the time; but they do enjoy giving me a hard time about it, so in the end, it’s all good.

An observation about achieving desired results (really in any venue in life) is it just doesn’t happen by mere luck. Well, there is always the exception, but it is not something you can bank on. Consistent top-level performance, either by an organization or individual, comes by way of focus. I mean dialing in all thoughts and actions with absolute precision. This is not easy, but it is necessary. Set the goal, understand the obstacles, develop the plan, and execute. The going may get tough, but remember, success takes hard work and commitment.

Organizations and individuals love a focus of effort. It eliminates wasted motion, and keeps everyone on the same page. They know what they are doing and why. “The focus speech”, it works...