

5 Steps To Get Your Priorities Back On Track Now

What You Focus On You Become

Cognitive Tunneling is a neuroscience-based term for how our focus narrows during times of elevated stress, resulting in blinding us to things in our environment.

We've all had the experience of saying to ourselves "**how did I miss that?!**"

Well, it's because we were looking somewhere else.

When we're mired in cognitive tunneling we've "zoomed in," or reduced our focus to a narrow scope. **Here's how to shift it and get back on track:**



Imagine you're hovering high above your organization, you're at 30,000 feet.



See all departments of your firm below you. Feel where they are. Is Sales below and to your right? Where is Marketing, etc?



Make sure you can feel and see where everything is in your mind's eye.

1. Zoom Out



Feel which department needs your attention most. Shift your focus there and gradually reduce your elevation to be about 50%. What do they need?



2. Selectively Zoom In



Now zoom in 50% closer. Who specifically could help drive this shift? Name individuals either in this department or outside of it.

3. Enroll The Team In A Group Start, Stop, Continue and HVA/LVA

Now it's time to involve the team. Gather everyone up. What do we need to start doing? Stop doing? Continue doing?



Once you have all your lists, it's time to rank what are High Value-Added Activities and Low Value-Added Activities.



One of our clients used this process within a month of the pandemic starting.

4. Repeat!



They decided to create a

Go back to step 1 and zoom out, then selectively zoom in on the next department, then on to step 3. Continue until all relevant departments have been addressed.



to create a robust offering of pandemic-sensitive services.

5. Answer These Questions



They launched them within 45-60 days and lagging revenue on existing services has been bolstered as a result.



What is my priority today and why?
Does it make me happy?
Is it an important step towards a goal?
What can wait until tomorrow?
What can I delegate?
Where am I distracted?

It's never too late to start!



What am I doing for myself for self-care?
What is unnecessary?
Where am I being pressured?
Where is the pressure coming from?
What am I avoiding and why?
What am I afraid of?



What do I still need to clear out that no longer serves me?
Do I feel balanced?



What practices have I done today to help me balance?
Where have I wasted time?

What can I do today to bring joy and beauty into my life?

What do you need to focus on right now?

When leaders use these tools to focus and prioritize themselves and their teams, they get results like these*:



22%+ Increased Profit Per Employee



35-50%+ Increased Productivity



5-15+ Hrs/Wk More Strategic Work

*Stats are from over 1,000 of SmartTribes Institute's coaching and workshop clients

Get More Brain-Based Tools at [SmartTribesInstitute.com/subscribe](https://www.smarttribesinstitute.com/subscribe)