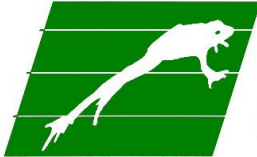


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February 15, 2010



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The Coach's Corner

LeapFrog Over Your Competition!

In This Issue

[Coach's Quote Of The Week](#)

["Gold Level" Weekly Business Coaching](#)

[The Truth About Multitasking](#)

Quick Links

[More About Us](#)
[Coaching Events](#)

Coach's Quote Of The Week:



It is not necessary to change,

Dear Mark,

Three separate snow-events in one month! That must be a record!

If your February has been as fractured as mine - with appointments re-scheduled all over your calendar - you realize just how critical it is to remain focused, on track and productive.

This month's article looks at one distraction that has probably crept into your work habits - multi-tasking.

Take a moment to read this newsletter, check out our website and gain some understanding as to how Calaveras Business Coaching can re-energize you and your business, help move it forward, and make it fun again.

Mark van Stolk
Licensed Professional Business Coach

www.Calaveras-Coaching.com

The Truth about Multitasking

Mark Twain said there are lies, damned lies and statistics. I heard another version of that the other day that stated that 94.2%, no wait, 86.1% of all statistics are made up on the spot. So the 21st century version of Mark Twains quote is, "There are lies, damned lies and multitasking". This is according to Dave Crenshaw in his book titled, "The Myth of Multitasking".

I am inclined to agree on this one as I see more and more

Survival is not
mandatory,
--W. Edwards Deming

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implementation

people trying to do it all and getting fewer things done. Some of you may recall an article I wrote several months ago on this subject. I talked about all the technology we have at our fingertips and yet many people still struggle with focus and time management or more appropriately, priority management. The lessons many of us have yet to learn is that our brains are not like a computer that can switch simultaneously from program to program or task to task in the blink of an eye.

The ultimate sin is when others experience you not giving 100% of your attention, they might start to think you don't care and maybe that's how you do things. They might start to correlate that the work you would do for them could be less than they expect or more importantly, deserve! T. Harv Ecker says, "How you do anything is how you do everything". The question is, "how do you want your friends, associates and clients to perceive you"?

The book draws a great distinction between switch-tasking and background-tasking. Switch-tasking is really what multitasking is, it's when you're trying to perform two or more tasks that require mental focus and effort. Like answering email while talking with an employee or reviewing financial statements while speaking with a client on the phone. Background tasking is when you perform two or more tasks where only one of those tasks requires mental effort. A couple of examples would be eating dinner and watching TV or jogging and listening to music. Switch-tasking is always less efficient and less effective. Background-tasking, on the other hand, has the potential to be efficient and effective.

I'm going to recommend you add this book to your library; it's a quick read (as long as you don't try to do too many other things while you're reading it). Here's a link to Amazon to check it out. [click here](#) If you really want proof how inefficient multitasking is then check out the simple exercise in the book that quite succinctly proves the point.

Lastly, here are a few points to remember to keep you focused and more productive. Set some time parameters in your calendar to complete your daily tasks and projects. Don't allow interruptions like email, text messages or voicemail to distract you. After all, the reason we have all this communication technology available to us is to allow us to be more efficient and effective in everything we do, right? Just because the phone rings or email chimes doesn't mean you have to respond immediately. I would recommend informing your clients that you check your messages at certain times of the day and you will reply accordingly.

d) Phone and email accessibility for questions and consultations between meetings

e) 12 month minimum support period insures sustained changes - longer periods provide superlative outcomes.

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Call Coach Mark van Stolk at 901-753-3753 or [click here](#) for more details

When you meet with people, whether it's your friends, staff, boss or clients, give them 100% of your attention and focus and observe how they respond to you. It might surprise you how much you can accomplish when you pay attention and really listen. More importantly, you will be perceived as someone who truly cares about people and that's the kind of news that's worth spreading around.

Have a very focused and productive week!

Source: PBCA Library



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