

## 24. Systems Activity: The Lead Domino

### What Should I Focus My Time On?

Tim Ferriss, an entrepreneur and business adviser who is behind [www.fourhourworkweek.com](http://www.fourhourworkweek.com), recommends two tactics for helping you to decide where to focus your time to get maximum gains. He argues that a lot of work can be saved by focusing on jobs that will have the biggest knock-on effects.

These are the two principles he recommends when choosing your next task.

#### Go for the 'Lead Domino'

In his podcast, 'How to Build a Large Audience from Scratch (and More)', Ferriss argues that you should put your effort into the one job which, when done, will render the largest number of other jobs either easier or irrelevant. In other words, the job that has the largest number of positive knock-on effects.

When you've got a list of things to do, use this principle to guide where you put your effort. It will stop you (as Professor Randy Pausch puts it) 'polishing the underside of the banister' – in other words, spending time doing jobs that aren't necessary (see Frogs and Banisters on page 39 for extra advice on this one). Make a note of your Lead Dominoes – those big tasks that will have positive knock-on effects – below.

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#### Go for the Task Which Makes You Feel Most Uncomfortable

With this second piece of advice, Ferriss makes the point that, subconsciously, we often know which are the big, important jobs because they make us feel challenged or uncomfortable. There is a significant crossover between tasks that make us feel uncomfortable and tasks that are going to be important and improve us quickly.

The job that makes you feel anxious is likely to be your Lead Domino. And by focusing on it now, you will save time and effort later.

What's your most uncomfortable task?

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**Final Thoughts**

Block out some time and do your most uncomfortable task. If you can't bear the thought of starting it, use the Ten Minute Rule (page 41) to get you going!

Now, how did it make you feel when you completed that uncomfortable task?

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Return to this and read it next time you're having trouble starting!