

# Liberation Through Simplification

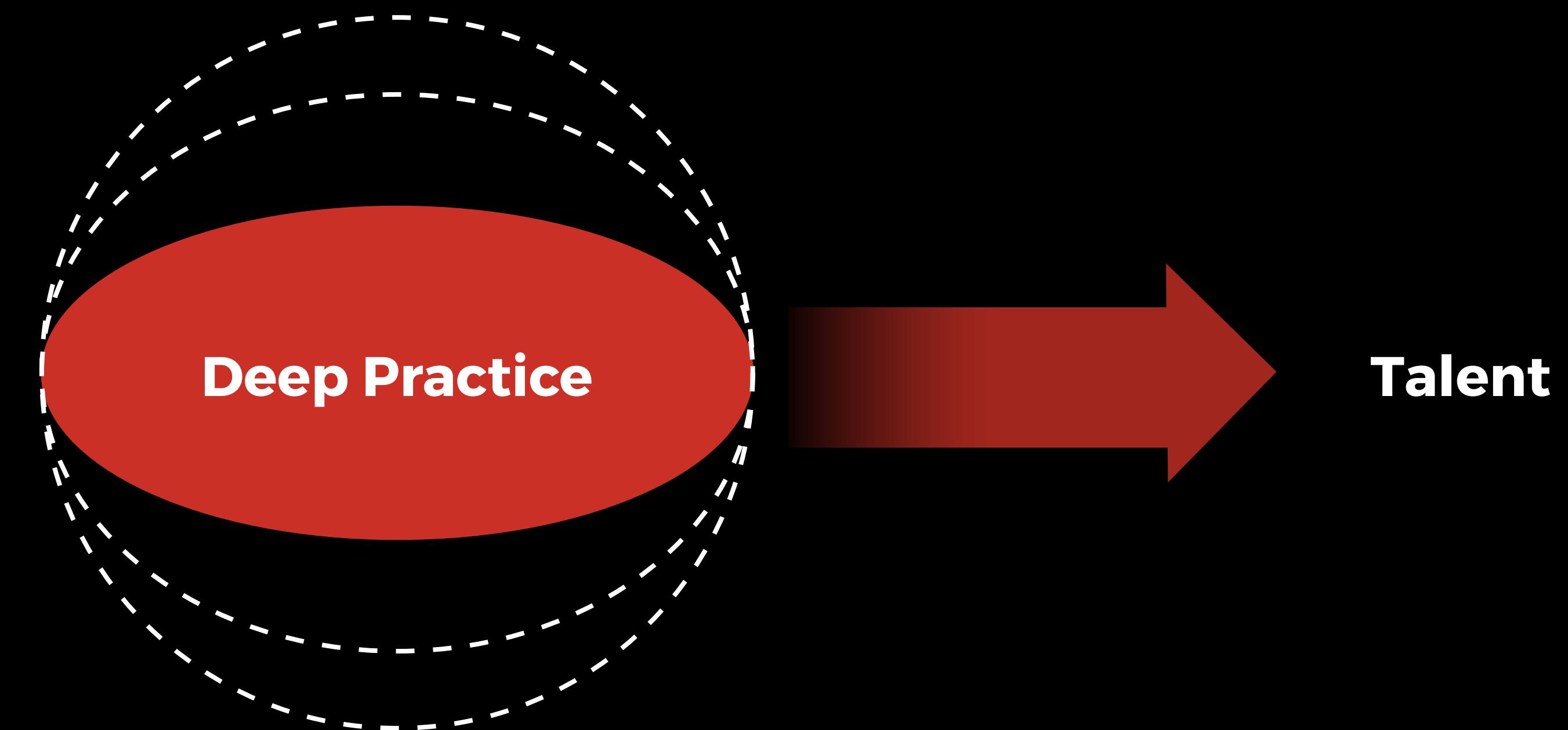
# Today's Gameplan

- 1 High Performance Values
- 2 Meta-Focus & Simplicity
- 3 Redefining Life Balance

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# The Specialist Generalist Debate



# Does Excellence Require a Singular Focus for Years?



“ Gladwell did get one thing right, and it is worth repeating ”  
because it's crucial: becoming accomplished in any field in  
which there is a well-established history of people working  
to become experts requires a tremendous amount of effort  
exerted over many years. It may not require exactly ten  
thousand hours, but it will take a lot.

—Anders Ericsson, *Peak: Secrets from The New Science of Expertise*

# Do We Need to Become Generalists to Thrive in the 21st Century?

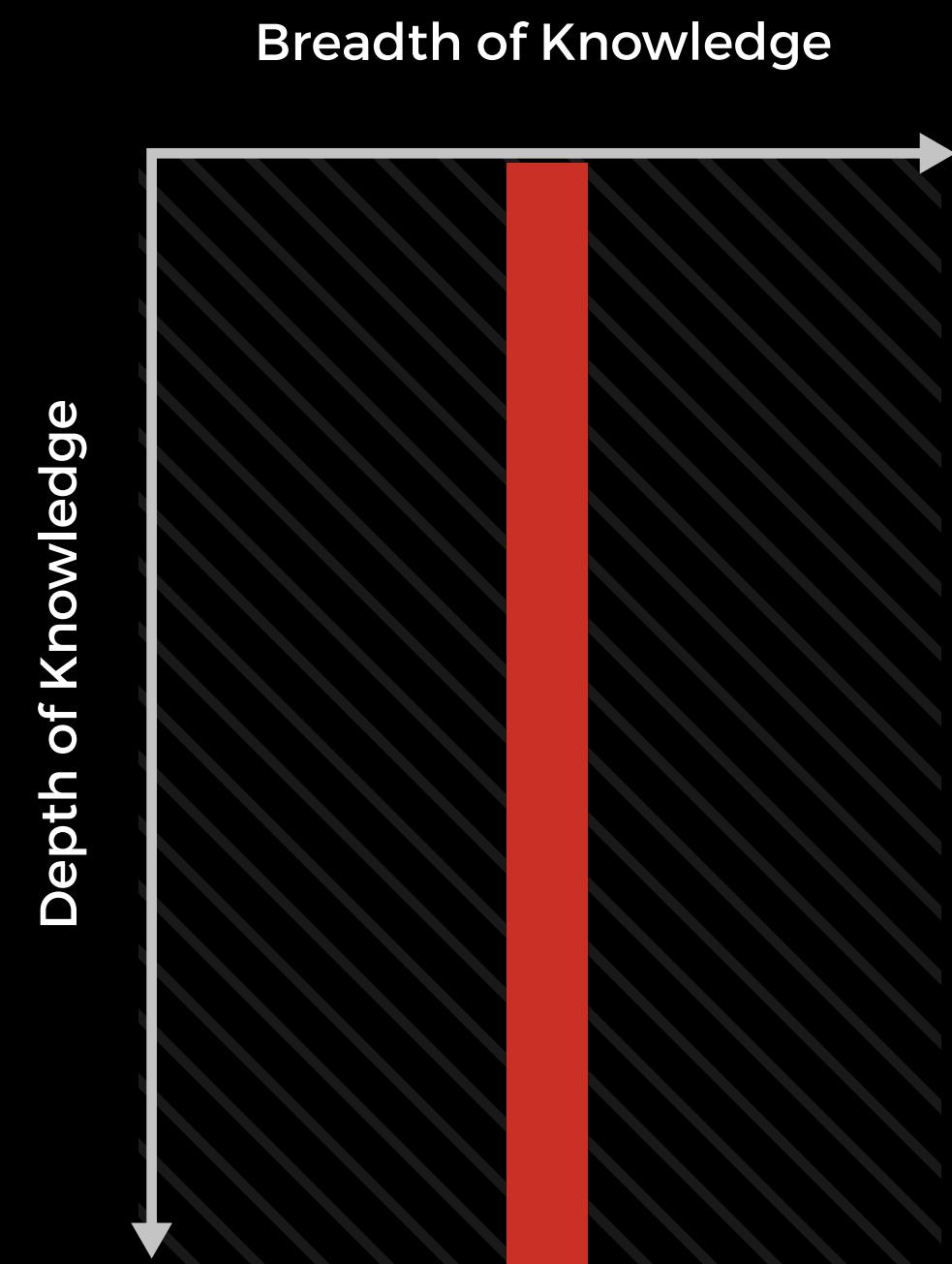


“In a wicked world, relying upon experience from a single domain is not only limiting, it can be disastrous.”

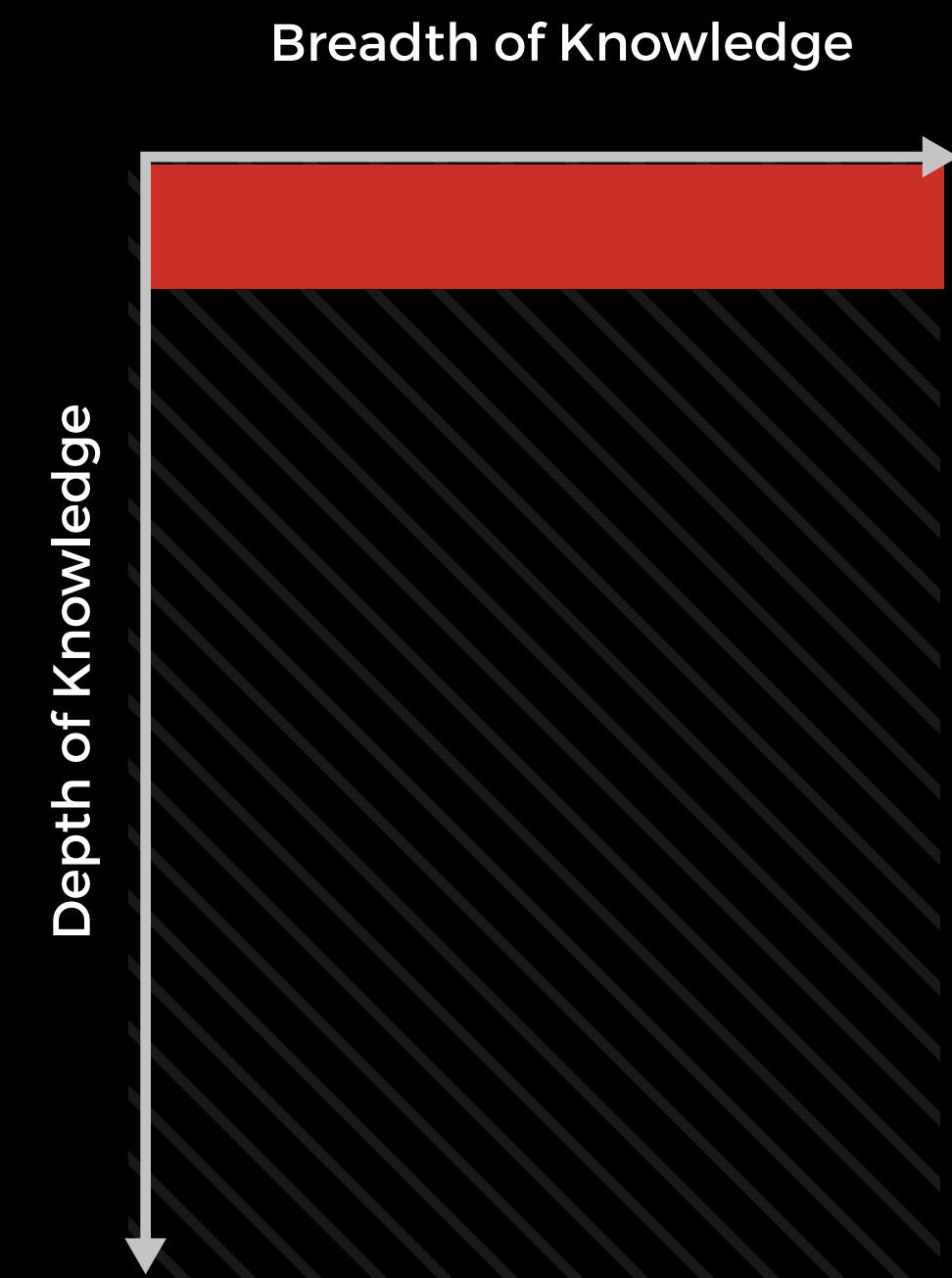
— *David Epstein, Range: Why Generalists Triumph in a Specialized World*

# Google's T-Shaped Professional

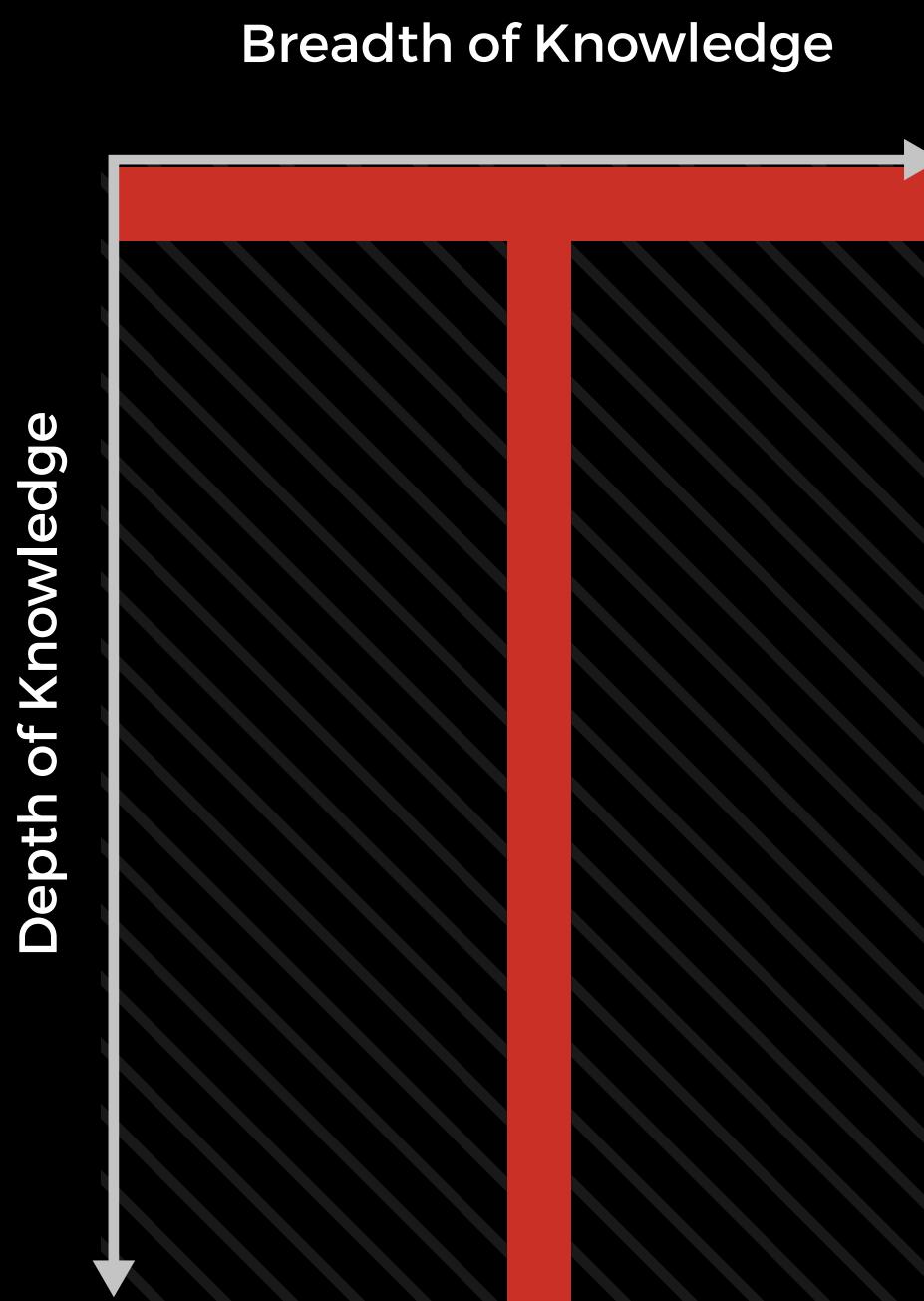
Pure Specialist



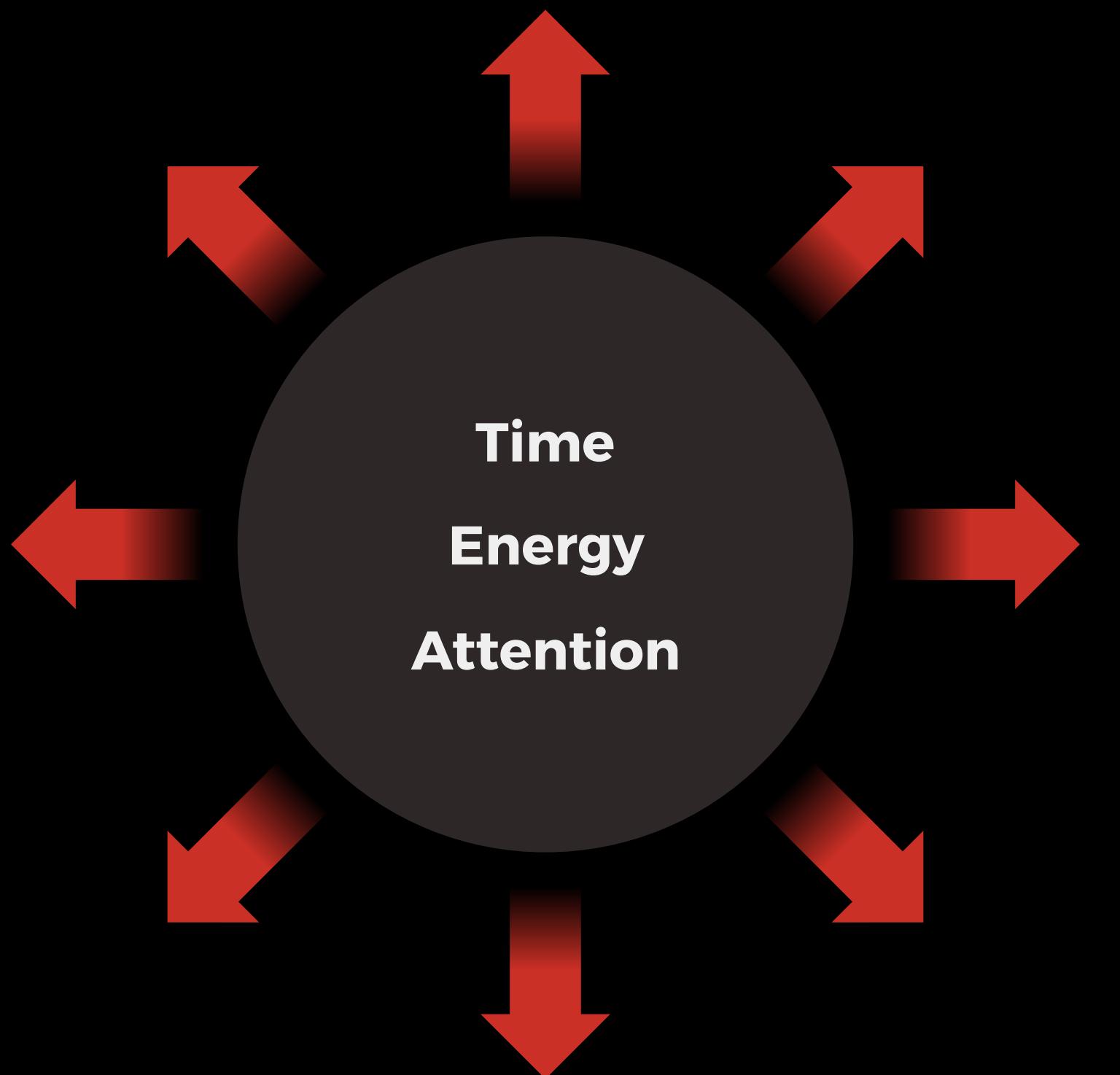
Pure Generalist



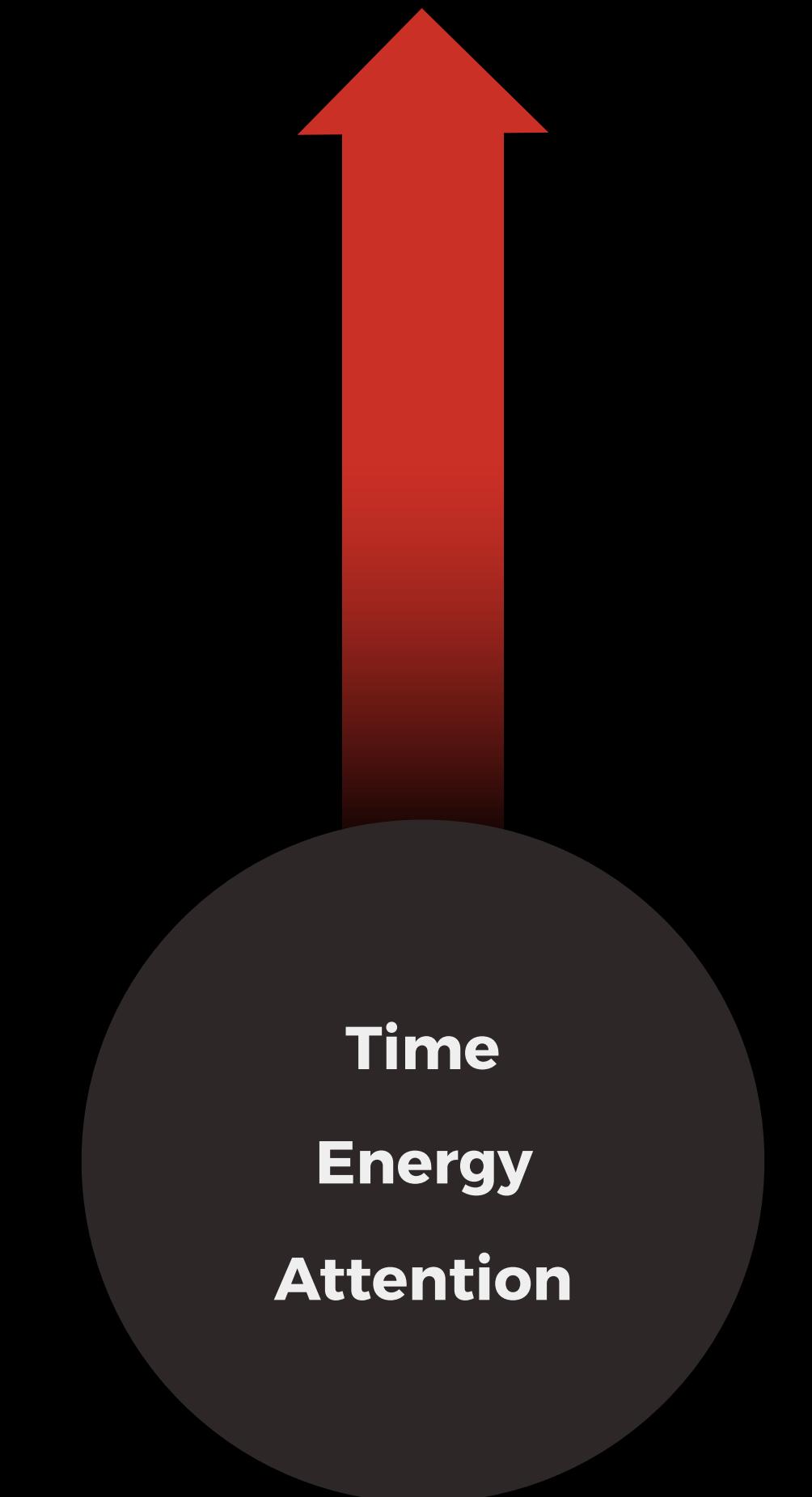
T-Shaped Professional



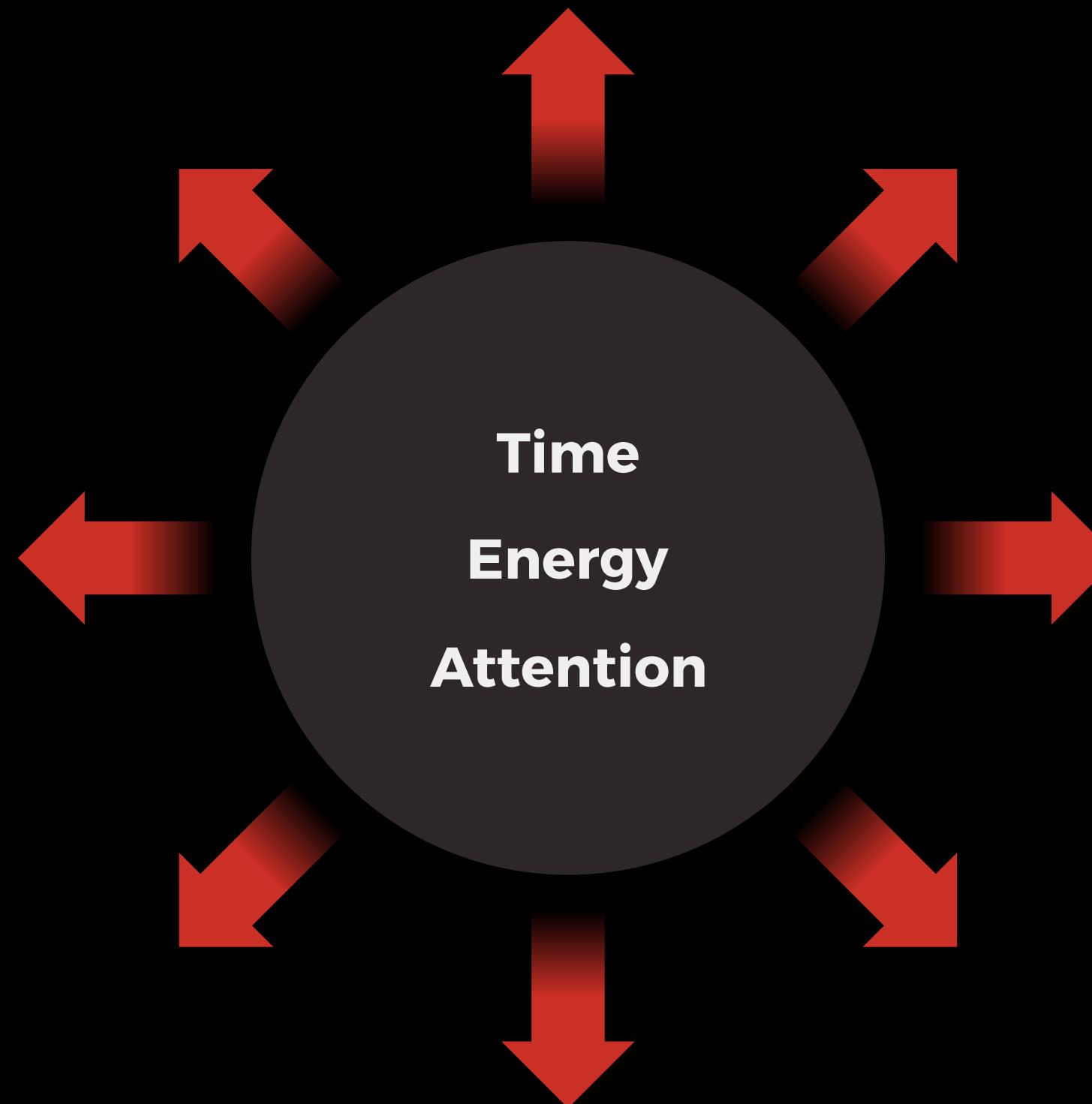
# The Waste of Scattered Focus



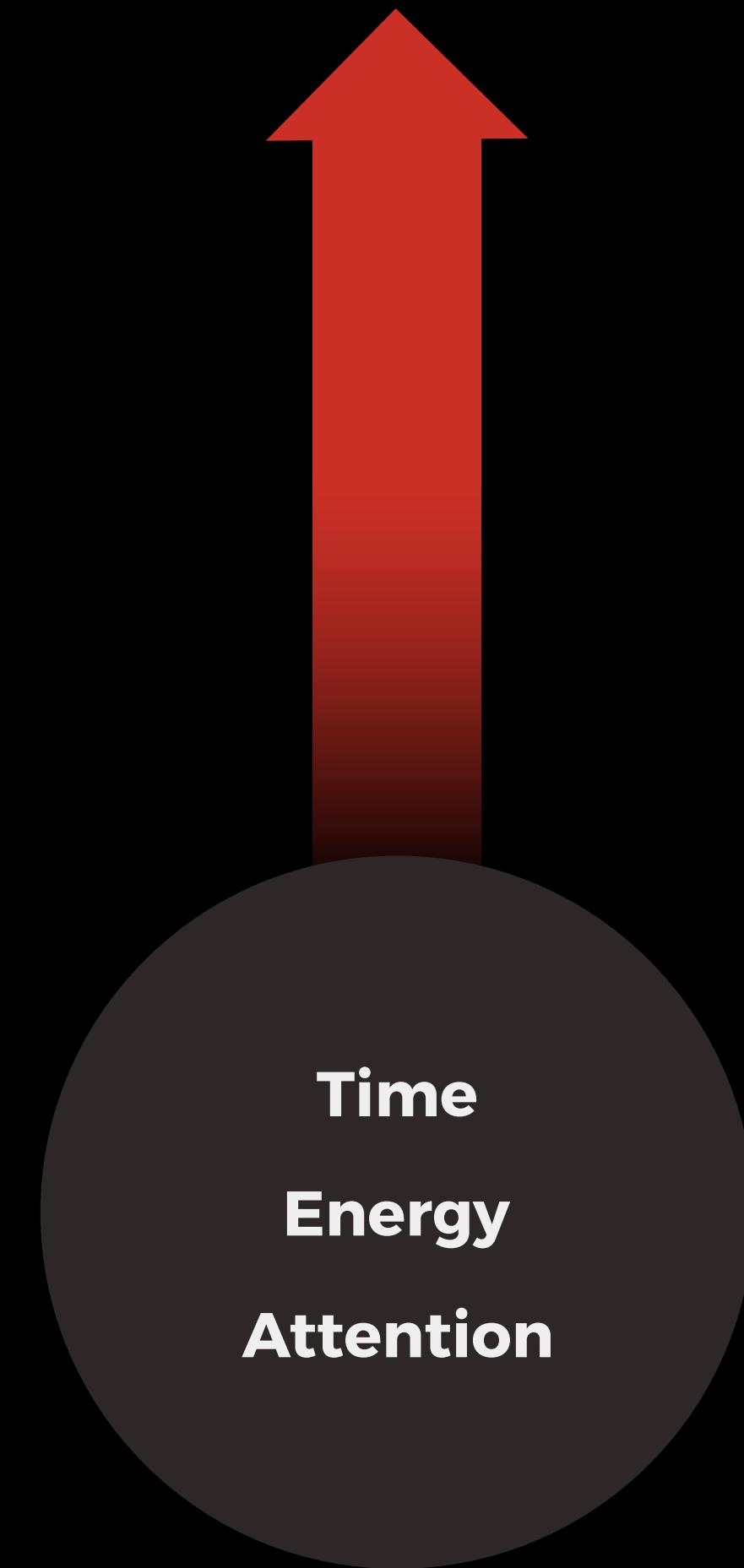
# The Power of Singular Focus



# It's Not About Time...

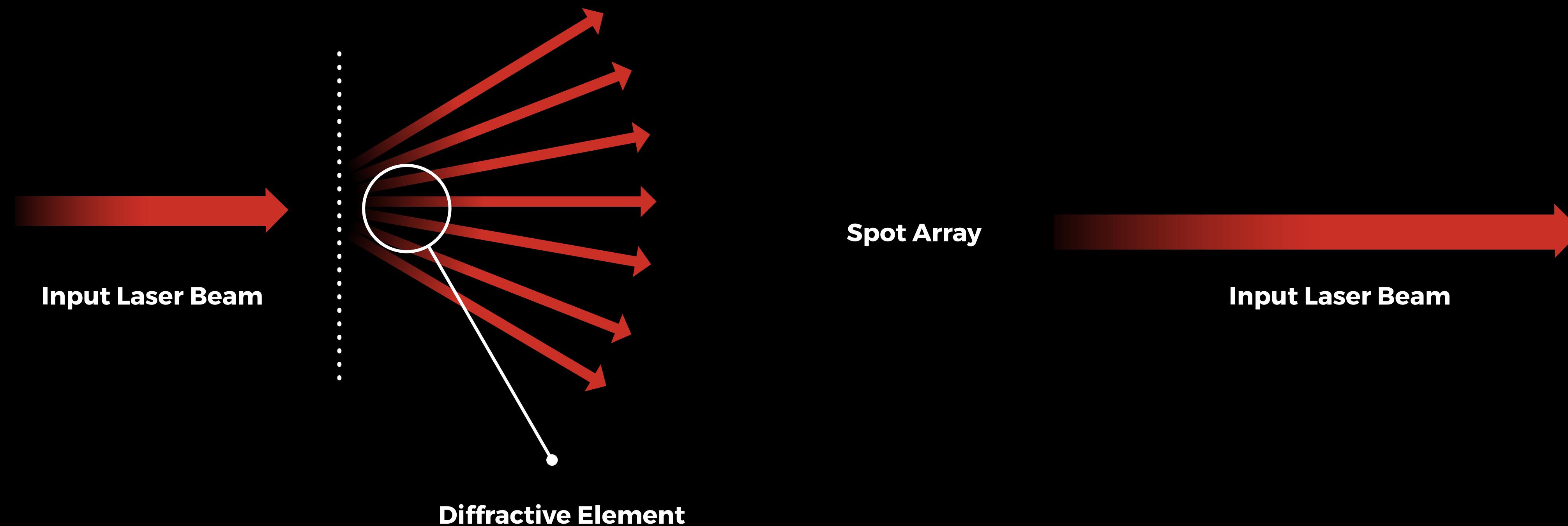


**Fragmented Cognition**

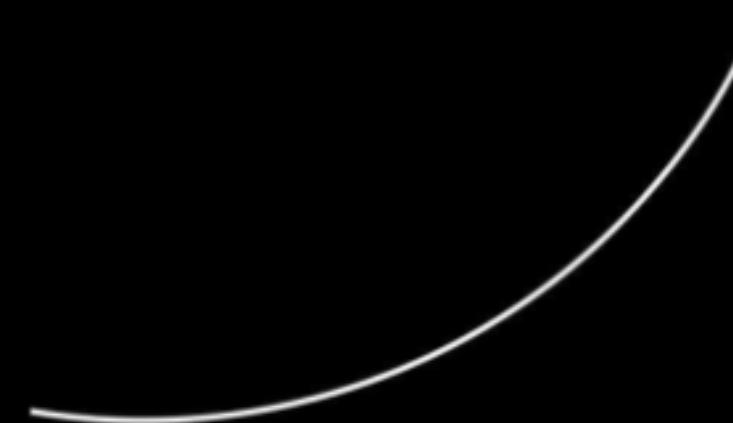
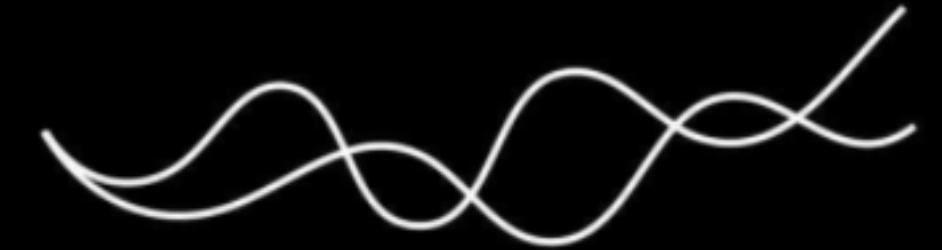
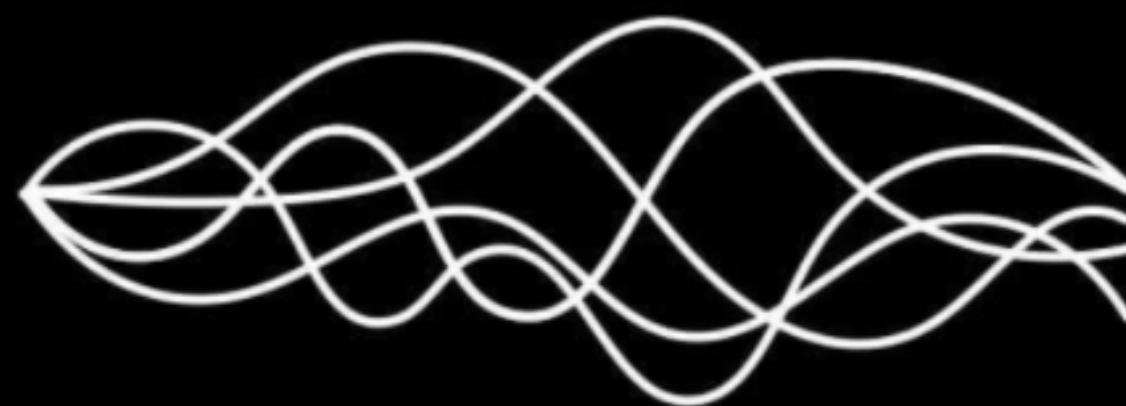


**Concentrated Cognition**

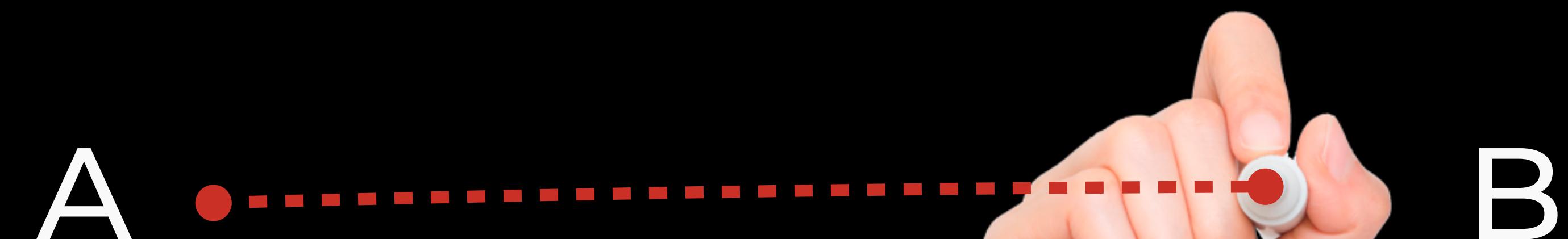
# The Psychic Power of Singular Focus



# What Happens to Your Results when You Focus



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# Opening up the Pursuit of Mastery



“ The main thing that sets experts apart from the rest of us is that their years of practice have changed the neural circuitry in their brains to produce highly specialized mental representations, which in turn make possible the incredible memory, pattern recognition, problem-solving, and other sorts of advanced abilities needed to excel in their particular specialties. ”

— *Anders Ericsson, Peak: Secrets from the New Science of Expertise*

# Monomaniacal Obsession & Falling in Love with Your Craft



“ In order to master a field, you must love the subject and feel a profound connection to it. Your interest must transcend the field itself and border on the religious. ”

— *Robert Greene, Mastery*

# Peak Performers Understand Trade Offs



**“If you chase two rabbits, you’ll catch neither one.”**

*— Russian proverb*

**“ I fear not the man who has practiced 10,000 kicks once, but  
I fear the man who has practiced one kick 10,000 times.**

*— Bruce Lee*

# How Do You Determine Where to Pursue Mastery?



“ Imagine a world in which doctors, teachers, engineers, pilots, computer programmers, and many other professionals honed their skills in the same way that violinists, chess players, and ballerinas do now. ”

— *Anders Ericsson, Peak: Secrets from the New Science of Expertise*

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# Striking the Perfect Life Balance

## The Myth

"A little bit of everything is good."



## The Truth

"Balance is good if it's synergistic."

# How Do You Achieve Optimal Balance?

**By discerning between what should be done in parallel and what should be done sequentially.**

# Be a Serial Entrepreneur, Not a Simultaneous Entrepreneur!

## Synergistic

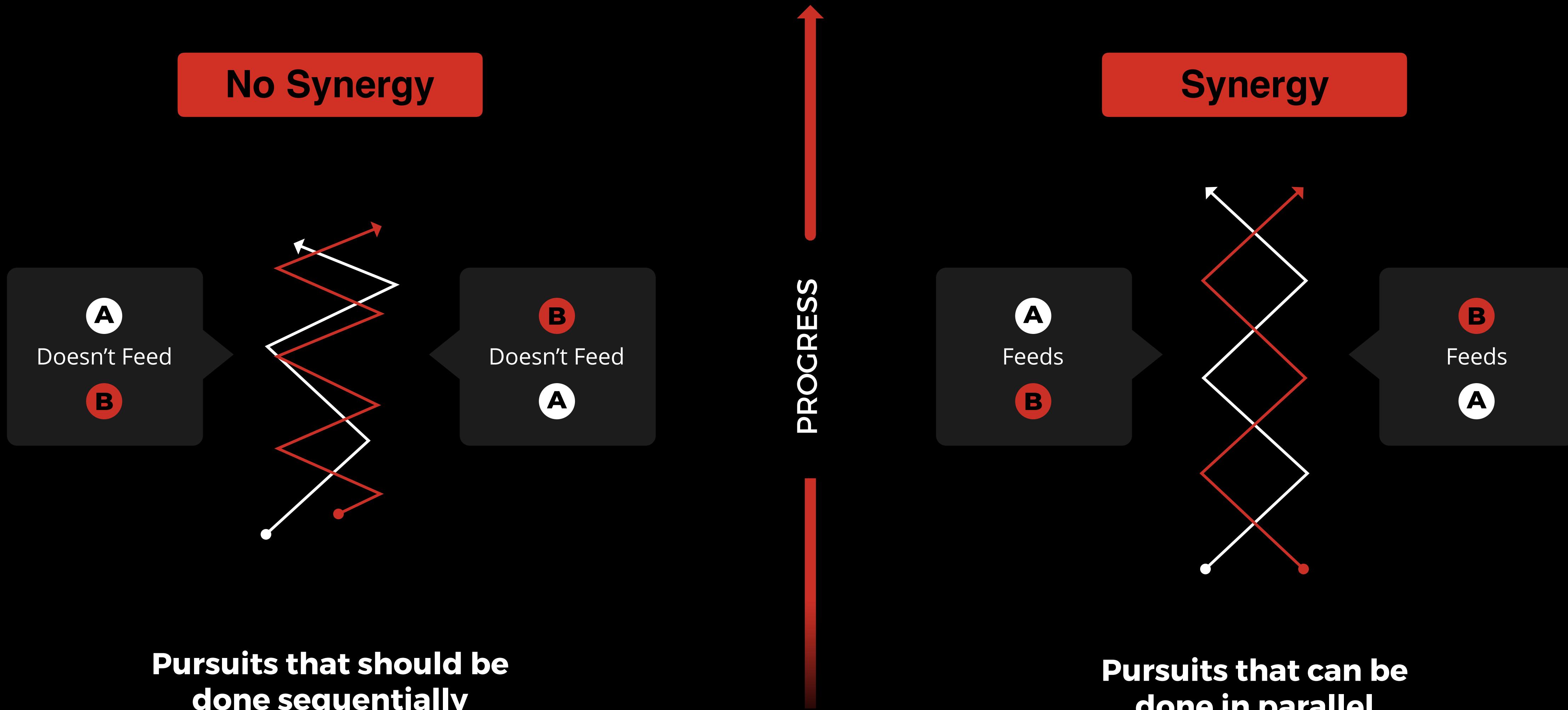
Doing A plus B in parallel enhances both A and B.



## Sequential

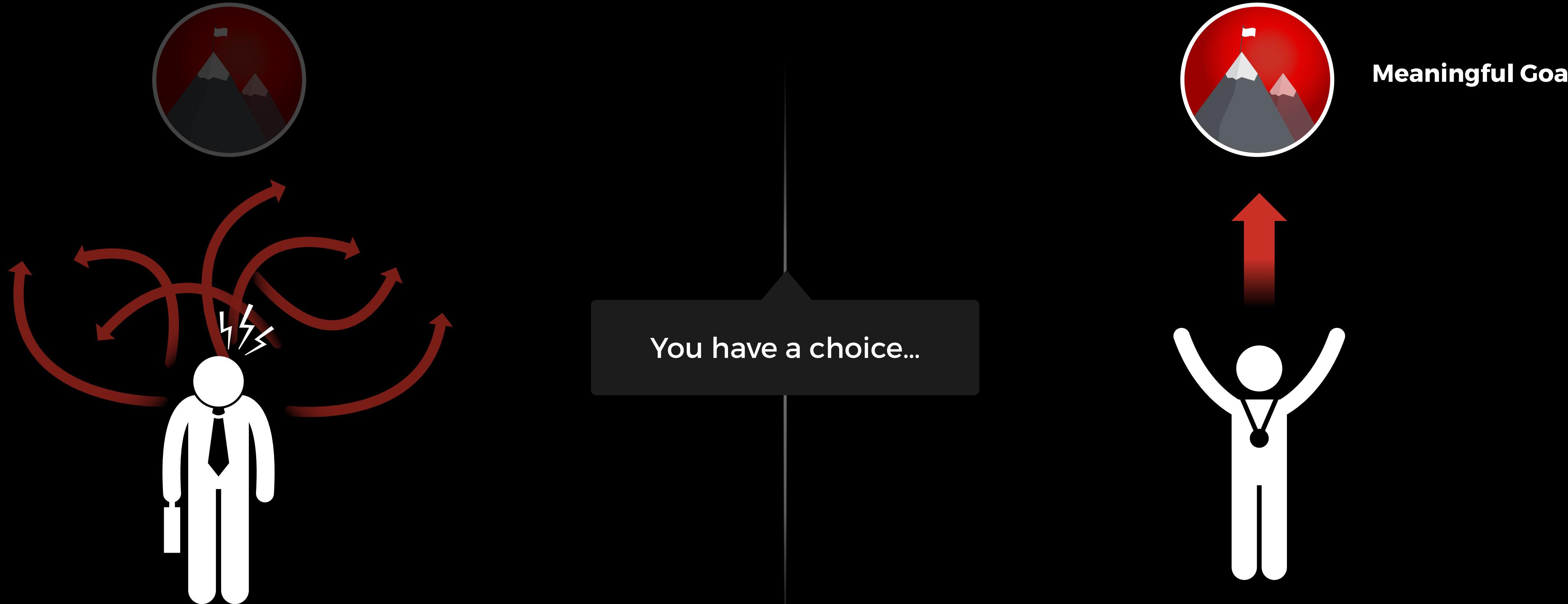
Doing A plus B in parallel detracts from A and/or B.

# Sequential Versus Synergistic Processing

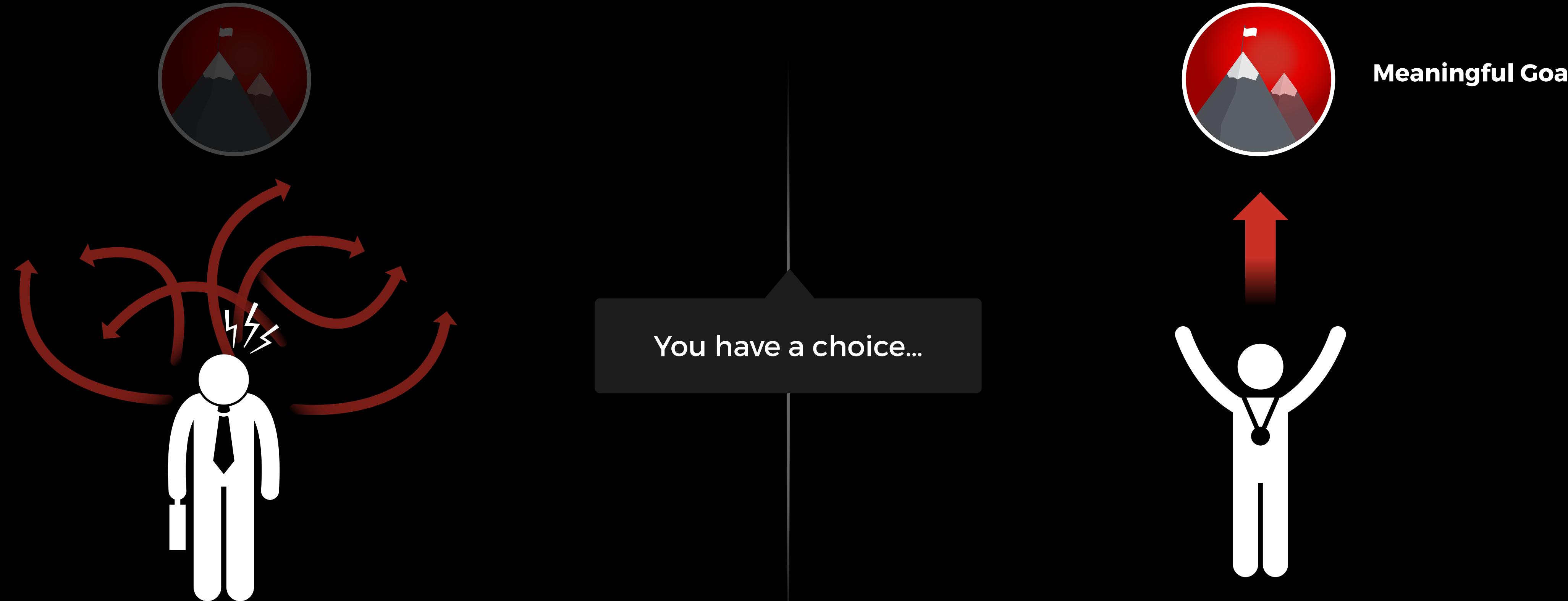


# An Example Of Pure Synergy

# What Pursuits Do You Have That Are Not Synergistic?



# Where Do You Want to Go All in and Pursue Mastery?



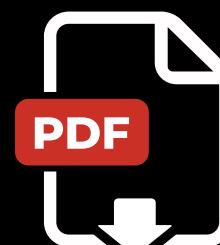
# What We've Covered:

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## Exercise:

# Decide on Your Singular Meta Focus:

- 1 What is the “one thing” you’re doing to pursue mastery within?
- 2 What non-synergistic pursuits are you currently engaged in that detract from this?
- 3 How can you close them out or wrap them up?  
If you don’t want to pursue a singular focus, at least you’re informed of the limitations.



Download Workbook  
to Get Started