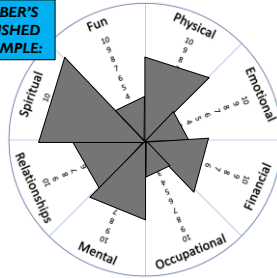


# FOCUSING ON WHAT MATTERS

WITH AMBER PETERSON

AMBER'S FINISHED EXAMPLE:



BEFORE WE BEGIN: PLEASE FILL IN THE WHEEL ON YOUR SHEET USING THE INSTRUCTIONS!

## MY STORY: REFOCUSING ON WHAT MATTERED

### YOUR PRESENTER



**Amber Peterson**  
Managing Partner



**PETERSON & PERME**  
ASSOCIATES, LLC

### TODAY, YOU'LL HAVE THE CHANCE TO...



- **Reflect** on what you're *focusing on*
- **Explore** if it's what you want *NOW*
- **Commit** to *one action* to refocus on what you want *in the next 24 hours*

## WHAT ARE WE CHOOSING TO FOCUS ON?

The vast majority of things in our lives have two sides to them:

- I *enjoy* my work and I *have to* pay taxes
- I *get joy* from having children and *have to* share their pain
- I *appreciate* the vehicle that transports me long distances quickly and I *have to* pay to fuel it



We get to choose which side we focus on

## YOU ARE THE DRIVER OF YOUR CAR!

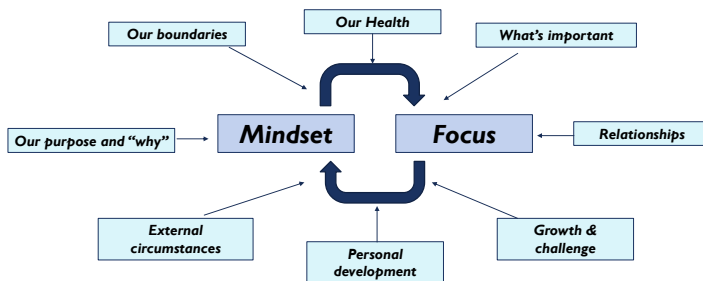
You decide...

- Where your car goes
- How fast it goes
- Who is in there with you, including your co-pilot
- How many stops you make and for how long



You are the creator of your own experience

## MINDSET AND FOCUS ARE INTERLINKED





SO REMEMBER:  
KEEP YOUR EYES ON THE R.O.A.D.


REFOCUS,  
OBSERVE,  
AIM,  
DO!



## “REFOCUS AND OBSERVE”

## “OBSERVE” – JUST THE FACTS



**Now that we’re conscious...**


What are the facts in front of us?

- What’s the visibility like?
- How’s the road feel?
- What’s the weather like around us?


## “REFOCUS” – GET OUT OF AUTOPILOT

- To conserve energy, sometimes the brain goes into “autopilot” – i.e. zoning out!
- But... when do we zone out *in life*?

We need to refocus our eyes and our mind



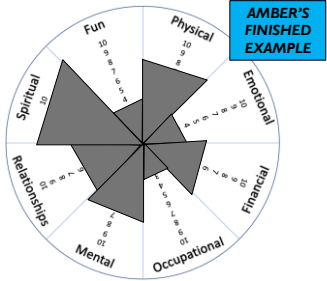
To see what’s in front of us!



## YOUR “REFOCUS” TOOL

The wheel gives us a “quick view” into how our ride feels right now

- How smooth or clunky life feels right now (or anything in between!)
- How closely my current reality matches my expectations



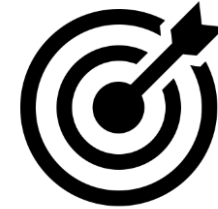
8 MINUTES

## DISCUSS AT YOUR TABLES, USING YOUR WHEEL...

WHAT **STICKS OUT** TO YOU THE MOST?

OR, WHAT CATEGORY **FEELS MOST IMPORTANT** RIGHT NOW?

## “AIM”



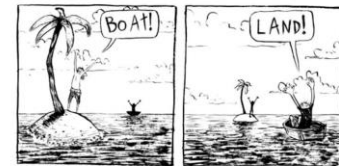
## SHARE OUT!

WHAT DID YOU NOTICE? ANY THEMES EMERGE AT YOUR TABLE?

## “AIM” – THE MEANING MAKING PART

The meaning we make of a situation defines what becomes true for us

Our *perception* defines our reality



UxDesign.cc – Sept 2016

“When something happens that triggers strong emotions, we often immediately create a story to make sense of what happened. These stories are often one-sided worst-case scenarios, and they seldom contain the full truth.”  
– Brené Brown, *Dare to Lead*

## WHERE I AIM MY FOCUS IS A CHOICE

- Whoa! What is that? (Refocus)
- I see a couch on the road (Observe)
- Someone was obviously negligent – now I have to slow way down and I'm going to be late! (Aim)

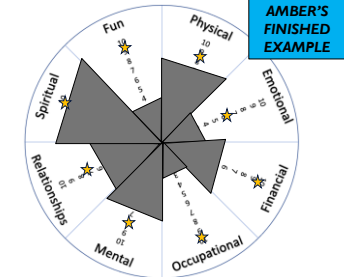


*What am I choosing to focus on in this situation?*

## THE WHEEL – ALSO YOUR “AIMING” TOOL

*By answering the second question on the sheet, I can get an idea of where I WANT to be*

- Maybe I'm focusing **too much** in one area
- Maybe I **want to be focusing more** in another area



## CHOOSING TO THE SEE OPPORTUNITIES

There are a lot of factors that influence where we aim...

My Co-pilot   My passengers   My boundaries   How tidy I keep my car

The efficiency of my navigation system   How fast I go   How many stops I make   How long I stop for

And yet, I can...

- **See** the opportunities around me give me choice
- **Choose** to see they work FOR me

8 MINUTES

## DISCUSS AT YOUR TABLES...

SO WHAT DO YOU **WANT TO BE AIMING FOR?**

SO WHAT'S **YOUR OPPORTUNITY TO IMPROVE YOUR AIM?**

## SHARE OUT!

WHAT DID YOU NOTICE? ANY THEMES EMERGE AT YOUR TABLE?

## TIME FOR ACTION

- Our car goes nowhere if we don't ignite the engine
- Same as if we're on the road and we're headed in the wrong direction, unless we...
  - Choose (Aim)
  - And then ACT (Do)



“DO”



## TOP 5 TIPS FOR ACTION

- Choose the **smallest action** for the biggest reward
- Be aware of how you **label** your action
- Define the **timeline** for action
- Share it with someone **who matters** to you
- Remind yourself of your intentions **consistently**



## TAKE A STICKY NOTE...

WRITE DOWN **ONE THING** YOU'LL DO IN THE NEXT 24 HOURS TO MOVE FORWARD!



## REMEMBER...

"We can't change the obstacles themselves – that part of the equation is set – but **the power of perspective can change how the obstacles appear**"

– Ryan Holiday, *The Obstacle is the Way*

## IN SUMMARY

- Our Mindset and our Focus are interlinked
- We must keep our Eyes on the **ROAD**
  - Refocus your attention
  - Observe what's going on now
  - Aim for what you want
  - Do the thing!



## THANK YOU!

PLEASE BE IN TOUCH WITH QUESTIONS OR FEEDBACK:  
[AMBER@PETERSONPERME.COM](mailto:AMBER@PETERSONPERME.COM)

### **Books / Audiobooks:**

- ▶ *Prosilience* by Dr. Linda Hoopes
- ▶ *Atomic Habits* by James Clear
- ▶ *High Performance Habits* by Brendon Burchard
- ▶ *Raise Your Game* by Alan Stein
- ▶ *Mindset* by Carol Dweck
- ▶ *Dare to Lead* by Brené Brown

### **Podcasts:**

- ▶ "The Ed Mylett Show"
- ▶ "The Path to Mindset Mastery"

### **Blogs:**

- ▶ <https://www.getlevelhead.com/blog>
- ▶ <https://www.bradbizjack.com/blog>
- ▶ <https://www.tonyrobbins.com/blog/>