

# Intensity & Focus

## - Lessons in Success from a Laser Beam...

*"If you dig long enough and deep enough in one place, you are bound to find water."* This is what many wise and learned people say.

What they are referring to is the Power of Focus. Imagine the way a laser functions. The Laser is a weak source of energy. It takes a few watts of energy and focuses them in a stream of light. But with a laser you can drill a hole in a diamond or wipe out a cancer.

Apply this example in relation to our own work. *If one of our sales persons were to focus on a market with the same laser like intensity, he would completely dominate the market after a point in time.* Similarly, if all of us work with the same intensity on our projects, activities, assignments and even problems, we would master them completely.

Instead, we tend to forget this fundamental principle of success either because we are not clear of what needs to be done, or because the mundane work that slowly advances us towards our goal seems less attractive and it is more exciting to start thinking about new goals.

To ensure success through focus, follow these simple steps...





- Always be Goal oriented. Be clear about what you wish to achieve, rather than merely reacting to developments, or meeting routine requirements.
- Focused behavior does not happen by chance, nor is it driven by the moment. Whatever you do, be intentional, channeling all activities toward achieving

the goal. Take time to continuously review your behavior, and have the willingness and ability to choose what you do and do not do each day.

- Exercise personal discipline. Do not allow other demands on your time and attention to distract you from pursuing your goal.

***If you decide to dig in, and make that one hole work for you, you will soon strike Gold.***

With best wishes,

*Sushil Handa*

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