

Choose Your Focus



This is a powerful neuroscience coaching model designed to help you take full control of your mental focus during any conversation.

It is of special value during important negotiations at work and during any interaction—whether it be work-related, social, or within your family—where you want a specific outcome.

Typically, most people’s mental focus sits in the “Detail” and “Problem” areas during conversations, with just a little regard for “Vision” and

“Planning.” This focus causes them to spiral down into “Drama” when emotions start to run hot, which results in an impasse in the conversation and little or no progress in the discussion.

You, the leader, will learn to direct both your focus and conversation on “Vision,” “Planning,” and “Detail.” You’ll avoid and redirect all conversations about “Problems” and “Drama.” The best way to do this is by asking yourself two questions: “Where do we want this conversation/meeting to go?” and “How are we going to get there?”