

Week 42 Focus – Prioritization

Focus Question: What do you want to focus on today?

DESCRIPTION

There are many competing priorities in a business. What are the things you want to focus on today? This week?

As solopreneurs, it's unlikely that our To-Do list will ever be complete. We can overwork ourselves to the point of burn out.

As virtual and remote professionals the issue of prioritization takes on immense significance given that we are likely to be part of multiple teams, working across different time zones, with each team and leader having different priorities. Having to work more autonomously, and independently, we also can benefit from prioritizing what's important from the "bigger picture" of what's on our desk at any given moment of time.

In *Coaching Business Builder* and *PlanDoTrack*, I share four different prioritization tools which will help you identify what is going to give you more focus:

1. The Strategic Issues Mapping
2. The SWOT
3. Covey's Urgent/Important Matrix
4. Urgency/Importance Matrix

ACTIVITY

Work through the relevant tools for your work and business right now. If you are doing some longer-term planning, refer to the SWOT and/or Strategic Issues Mapping. If you are feeling overwhelmed, stuck or working on immediate priorities consider using the other prioritization tools.

CONNECTION TO THE WORKBOOK AND PLANNER

You will find the prioritization tools listed on pages 114 to 119. You might consider exploring:

1. The Strategic Issues Mapping
2. The SWOT
3. Covey's Urgent/Important Matrix
4. Urgency/Importance Matrix



"Most of us spend too much time on what is urgent and not enough time on what is important."
— Stephen R. Covey