

Alison*s Art, Inc.

MARKETING BYTES

Business Issues . . . Every Byte Counts!

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BUSINESS ISSUE #10

F.O.C.U.S Part 3: The Dynamics of Procrastination

We have discussed *F.O.C.U.S.* in BUSINESS ISSUES #8 and #9. In *BUSINESS ISSUE #8*, procrastination is listed as the first major block to success. I would like to spend *BUSINESS ISSUE #10*, discussing *The Dynamics of Procrastination*.

Procrastination is common to many of us. But what it actually means, understanding the significance of its effects on us and learning how to overcome it, all require F.O.C.U.S.

Procrastination zaps our energy and prohibits our progress:

- It is like driving with the emergency break on; how far can you go?
- It is also the 'to do' pile of work that sits on our desks or the 'to do' list in our minds; doesn't that distract us?

Look at it this way. If there is a finite amount of space in our brains, room on our desks and energy for our bodies, procrastination takes up valuable gray matter and physical activity that could better be used to complete tasks rather than avoid them.

Since we can only think about or do one thing at a time, every time we look at and think about that task we have not done, we are spending time and energy on that thought rather than the action to complete that or another task. So every time you find yourself distracted by something you are avoiding doing, do it! That is the cure to procrastination.

At Alison*s Art, Inc., we can help you overcome procrastination to F.O.C.U.S. on Your Success. Please visit www.AlisonsArt.com to learn more about our *BUSINESS MARKETING SERVICES, For the Success of Your Business, Organization, Events and Ideas*:

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