

Single-Mindedness: Using Active Rotation for Success in Daily Life & Business

Merriam-Webster's definition of single-mindedness: *having one driving purpose or resolve.*

In the bible, Philippians 2:2 says; *Make my joy complete by being of the same mind, maintaining the same love, united in spirit, intent on one purpose.*

Now, I'm no biblical scholar, but my experience and research tell me that my ability to focus is my greatest ally when working to accomplish a task.

A great example of this for me personally is my Brazilian Jiu-Jitsu Professor, Todd K. Todd has devoted himself to something unequivocally, BJJ. He's not the biggest guy, nor is he the strongest, but his devotion and single-mindedness when it comes to BJJ is a thing of beauty. Todd and I have been training about the same number of years, yet every time I grapple with him my goal is just to survive. Todd's goal is to dominate... and dominate he does!

I think the same goes for achieving success in business. Companies that have clearly defined goals and a single-minded focus on accomplishing these goals are typically more successful than organizations who tend to chase the latest, greatest "shiny ball". As a result, they don't just survive, they dominate. An example of this is a company I used to work for, Timberland PRO. This division of Timberland/VFC is fanatical about developing technically advanced work boots. As a result, in a short period of time they have become one of the top 2 or 3 work footwear brands in the USA and Canada.

To back up a step here, I realize that most of us wear many "hats" during the day. We are spouses, managers, subordinates, laborers, parents, siblings, and so on. In our personal life, and in business, it's illogical and nearly impossible to have a single-minded focus on everything that needs to be done at once!

Madelyn Blair, Ph.D., published a great article in Psychology Today where she talks about leaders who practice what she calls "Active Rotation". And I quote, "This means they have a clear understanding of what goal they want to achieve in each of their life roles, and are deliberate in prioritizing and rotating them according to time, desired achievement pace, and resources."

A few months ago, I decided to try Active Rotation, albeit part-time, in my personal life. Part of my daily schedule now looks something like this:

- 6am – 7am. Learn Spanish
- 7am – 8am. LinkedIn Learning courses on marketing, leadership, business, etc.
- 6pm – 7:30 pm. Train Brazilian Jiu-Jitsu (3 to 4 times a week)

I strive to do something similar at work by setting SMART goals and defining my tasks. I then assign a specific time to achieve or work on each throughout the day. Given the multitude of

distractions that can and do come up at work, practicing Active Rotation is easier said than done... but hey, nobody's perfect. Progress over perfection!

What I've pleasantly found is that by working to achieve an Active Rotation for each goal or task, my focus is better. When I'm prospecting for new accounts, I'm not worried about getting a report done that's not due. I know I've scheduled time in my day to get it done. At night, when I'm with my wife, I'm not worried about filling my pipeline with new leads... again, I know I have time in my schedule dedicated to lead generation.

Hopefully you get my point here – Active Rotation gives me the ability to have a single-minded focus on the task at hand, if I let it!