

## Focus Achieving Your Highest Priorities

Lily and the Yucky Cookies  
The ONE Thing  
The 4 Disciplines of Execution  
Management Mess to Leadership Success  
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The SPEED of Trust  
The Future of Nursing  
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Bull's Eye

### Lily and the Yucky Cookies

Focus presents a fun and inspirational time management process that can change your life. You'll learn how to identify--and focus--on the tasks and priorities that matter most so that you can deliver maximum results every day.

### **The ONE Thing**

• More than 500 appearances on national bestseller lists • #1 Wall Street Journal, New York Times, and USA Today • Won 12 book awards • Translated into 35 languages • Voted Top 100 Business Book of All Time on Goodreads People are using this simple, powerful concept to focus on what matters most in their personal and work lives. Companies are helping their employees be more productive with study groups, training, and coaching. Sales teams are boosting sales. Churches are conducting classes and recommending for their members. By focusing their energy on one thing at a time people are living more rewarding lives by building their careers, strengthening their finances, losing weight and getting in shape, deepening their faith, and nurturing stronger marriages and personal relationships. YOU WANT LESS. You want fewer distractions and less on your plate. The daily barrage of e-mails, texts, tweets, messages, and meetings distract you and stress you out. The simultaneous demands of work and family are taking a toll. And what's the cost? Second-rate work, missed deadlines, smaller paychecks, fewer promotions--and lots of stress. AND YOU WANT MORE. You want more productivity from your work. More income for a better lifestyle. You want more satisfaction from life, and more time for yourself, your family, and your friends. NOW YOU CAN HAVE BOTH — LESS AND MORE. In The ONE Thing, you'll learn to \* cut through the clutter \* achieve better results in less time \* build momentum toward your goal\* dial down the stress \* overcome that overwhelmed feeling \* revive your energy \*

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stay on track \* master what matters to you The ONE Thing delivers extraordinary results in every area of your life--work, personal, family, and spiritual. WHAT'S YOUR ONE THING?

### **The 4 Disciplines of Execution**

Accomplish what matters most Because we all have too much to do, it feels like our lives are out of balance. But Brian Tracy and Christina Stein argue that imbalance results not so much from doing too much but from doing too much of the wrong things. They provide a process that enables you to sort out what is most important to you from among the many activities you could focus on. When you can efficiently identify and accomplish what really matters to you, you've found your balance point.

### **Management Mess to Leadership Success**

"Time management for the 21st century"--Cover.

### **The Values Factor**

The Future of Nursing explores how nurses' roles, responsibilities, and education

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should change significantly to meet the increased demand for care that will be created by health care reform and to advance improvements in America's increasingly complex health system. At more than 3 million in number, nurses make up the single largest segment of the health care work force. They also spend the greatest amount of time in delivering patient care as a profession. Nurses therefore have valuable insights and unique abilities to contribute as partners with other health care professionals in improving the quality and safety of care as envisioned in the Affordable Care Act (ACA) enacted this year. Nurses should be fully engaged with other health professionals and assume leadership roles in redesigning care in the United States. To ensure its members are well-prepared, the profession should institute residency training for nurses, increase the percentage of nurses who attain a bachelor's degree to 80 percent by 2020, and double the number who pursue doctorates. Furthermore, regulatory and institutional obstacles -- including limits on nurses' scope of practice -- should be removed so that the health system can reap the full benefit of nurses' training, skills, and knowledge in patient care. In this book, the Institute of Medicine makes recommendations for an action-oriented blueprint for the future of nursing.

### **The SPEED of Trust**

### **The Future of Nursing**

"The Index benchmarks national gender gaps on economic, political, education- and health-based criteria, and provides country rankings that allow for effective comparisons across regions and income groups, over time"--P. 3.

### **Focus**

Everyone gets 168 hours a week, but it never feels like enough, does it? Work gobbles up the lion's share--many professionals are working as much as 70 hours a week--leaving less and less for rest, exercise, family, and friends. You know, all those things that make life great. Most people think productivity is about finding or saving time. But it's not. It's about making our time work for us. Just imagine having free time again. It's not a pipe dream. In *Free to Focus*, New York Times bestselling author Michael Hyatt reveals to readers nine proven ways to win at work so they are finally free to succeed at the rest of life--their health, relationships, hobbies, and more. He helps readers redefine their goals, evaluate what's working, cut out the nonessentials, focus on the most important tasks, manage their time and energy, and build momentum for a lifetime of success.

### **The 15 Invaluable Laws of Growth**

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The book that shows how to get the job done and deliver results . . . whether you're running an entire company or in your first management job Larry Bossidy is one of the world's most acclaimed CEOs, a man with few peers who has a track record for delivering results. Ram Charan is a legendary advisor to senior executives and boards of directors, a man with unparalleled insight into why some companies are successful and others are not. Together they've pooled their knowledge and experience into the one book on how to close the gap between results promised and results delivered that people in business need today. After a long, stellar career with General Electric, Larry Bossidy transformed AlliedSignal into one of the world's most admired companies and was named CEO of the year in 1998 by Chief Executive magazine. Accomplishments such as 31 consecutive quarters of earnings-per-share growth of 13 percent or more didn't just happen; they resulted from the consistent practice of the discipline of execution: understanding how to link together people, strategy, and operations, the three core processes of every business. Leading these processes is the real job of running a business, not formulating a "vision" and leaving the work of carrying it out to others. Bossidy and Charan show the importance of being deeply and passionately engaged in an organization and why robust dialogues about people, strategy, and operations result in a business based on intellectual honesty and realism. The leader's most important job—selecting and appraising people—is one that should never be delegated. As a CEO, Larry Bossidy personally makes the calls to check references for key hires. Why? With the right people in the right jobs,

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there's a leadership gene pool that conceives and selects strategies that can be executed. People then work together to create a strategy building block by building block, a strategy in sync with the realities of the marketplace, the economy, and the competition. Once the right people and strategy are in place, they are then linked to an operating process that results in the implementation of specific programs and actions and that assigns accountability. This kind of effective operating process goes way beyond the typical budget exercise that looks into a rearview mirror to set its goals. It puts reality behind the numbers and is where the rubber meets the road. Putting an execution culture in place is hard, but losing it is easy. In July 2001 Larry Bossidy was asked by the board of directors of Honeywell International (it had merged with AlliedSignal) to return and get the company back on track. He's been putting the ideas he writes about in Execution to work in real time.

### **The 3rd Alternative**

Outlines a systematic framework for enabling greater productivity without overworking, sharing strategies on how to eliminate unnecessary tasks while streamlining essential employee functions. By the co-author of the best-selling Multipliers. 75,000 first printing.

### **The 7 Habits of Highly Effective Teens**

Your aim in life should be to achieve all of the wonderful things that are possible for you. There is no reason for you not to be earning twice as much as you are today, or even five or ten times as much. Your potential is practically limitless, if you could just learn how to utilize it. Clarity, Focus, and Concentration: Three strong, simple attributes needed to hone in your potential and hit the bull's eye! And just as you can develop your physical muscles through hard work and concentration, you can develop your mental muscles through continuous repetition. You have the ability right now to achieve more than you ever have before. Bull's Eye will teach you how to unleash your powers for success and accomplish more in the next few months than many people do in a lifetime.

### **Just the Way I Am**

The most respected business thinker of our time, Dr. Stephen R. Covey, and his associate Jennifer Colosimo offer this complete handbook for anyone seeking a job or a more fulfilling career. Great Work, Great Career provides steps and tools for becoming indispensable in the work you choose.

### **Driven to Distraction at Work**

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The Focus workshop presents an engaging and inspirational learning experience and will change your life in ways you never thought possible. With this audiobook, you will begin a process and journey to a new way of thinking about personal and professional focus and accomplishment. You'll learn how to identify—and focus—on the tasks and priorities that matter most so that you can deliver maximum results every day. You'll learn to turn the things you have to do into the things you want to do. Dr. Covey and master facilitator Steve Jones introduce you to the FranklinCovey workshop that has already helped 10 million people become more productive.

### **The Global Gender Gap Report 2008**

Identifying the underlying reasons why people really lose their ability to focus at work and drawing on case studies, a leading authority on ADD and ADHD presents a set of reliable techniques that will help anyone regain control of their attention and most productive mental state in the workplace. By the best-selling author of *Driven to Distraction*. 25,000 first printing.

### **Free to Focus**

The New York Times–bestselling time management book from the author of *The 7 Habits of Highly Effective People*. Stephen R. Covey's *First Things First* is the gold

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standard for time management books. His principle-centered approach for prioritizing gives you time management tips that enable you to make changes and sacrifices needed in order to obtain happiness and retain a feeling of security. First Things First: The Interactive Edition takes Dr. Covey's philosophy and remasters the entire text to include easy-to-understand infographics, analysis, and more. This time-saving version of First Things First is the efficient way to apply Dr. Covey's tested and validated time management tips, while retaining his core message. This guide will help you:

- Get more done in less time
- Develop and retain rich relationships
- Attain inner peace
- Create balance in your life
- And, put first things first

"Covey is the hottest self-improvement consultant to hit US business since Dale Carnegie." —USA Today "Covey has reached the apex with First Things First. This is an important work. I can't think of anyone who wouldn't be helped by reading it." —Larry King, CNN "These goals embody a perfect balance of the mental, the physical, the spiritual, and the social." —Booklist

### **Extreme Productivity**

A revolutionary guidebook to achieving peace of mind by seeking the roots of human behavior in character and by learning principles rather than just practices. Covey's method is a pathway to wisdom and power.

### **Good to Great**

Learn to listen with more than your ears with the 7 Oaks gang in this Level 2 Ready-to-Read edition of the fifth book in the 7 Habits of Happy Kids series from Sean Covey and Stacy Curtis. On a rainy day, Lily wants to make cookies. But instead of paying attention to the recipe, she tells her dad she knows what she is doing. What could go wrong? Lily comes to understand the importance of listening—not just with your ears, but your eyes and heart as well! Each of the Level 2 Ready-to-Reads in this winning series focuses on one of the 7 Habits of Happy Kids.

### **18 Minutes**

From Stephen R. Covey—the late, legendary author of *The 7 Habits of Highly Effective People*—a set of principles for achieving a happy and fulfilling life of primary greatness. Many of us are hurting. We have chronic problems, dissatisfactions, and disappointments. Although we generally make it through the day, a lot of us feel overwhelmed by burdens we carry. We try to “lift the load of life” each day and sometimes it’s just too much. The idea of living a “great life” seems a distant dream. Stephen R. Covey believed there were only two ways to experience life: primary greatness or secondary greatness. Through his books and speaking, he taught that the intrinsic rewards of primary greatness—integrity,

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responsibility, and contribution—far outweighed the extrinsic rewards of secondary greatness—money, popularity, and the self-absorbed, pleasure-ridden life that some people consider “success.” In this posthumous work, Covey lays out clearly the 12 levers of success that will lead to a life of primary greatness: Integrity, Contribution, Priority, Sacrifice, Service, Responsibility, Loyalty, Reciprocity, Diversity, Learning, Teaching, and Renewal. For the first time, Covey defines each of these 12 qualities and how they can be leveraged and enacted in your daily life to lead you to success and happiness. Featuring his trademarked wisdom that is beloved and has inspired countless readers and leaders, Primary Greatness once again delivers classic Covey advice in a concise and reader-friendly way.

### **The 12 Week Year Field Guide**

Based upon his weekly Harvard Business Review columns (which is one of the most popular columns on HBR.com, receiving hundreds of thousands of unique page views a month), 18 MINUTES clearly shows how busy people can cut through all the daily clutter and distractions and find a way to focus on those key items which are truly the top priorities in our lives. Bregman works from the premise that the best way to combat constant and distracting interruptions is to create productive distractions of one's own. Based upon a series of short bite-sized chapters, his approach allows us to safely navigate through the constant chatter of emails, text messages, phone calls, and endless meetings that prevent us from focusing our

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time on those things that are truly important to us. Mixing first-person insights along with unique case studies, Bregman sprinkles his charming book with pathways which help guide us -- pathways that can get us on the right trail in 18 minutes or less.

### **Primary Greatness**

An internationally renowned self-help speaker draws on his research and teachings to outline an inspiring plan for fulfilling goals and dreams, explaining how to identify one's most meaningful values while aligning priorities to promote loving relationships, a fulfilling career, financial autonomy and a rich spiritual life. Original. 75,000 first printing.

### **Living the 7 Habits**

Are there tried and true principles that are always certain to help a person grow? John Maxwell says the answer is yes. He has been passionate about personal development for over fifty years, and for the first time, he teaches everything he has gleaned about what it takes to reach our potential. In the way that only he can communicate, John teaches . . . The Law of the Mirror: You Must See Value in Yourself to Add Value to Yourself The Law of Awareness: You Must Know Yourself to

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Grow Yourself The Law of Modeling: It's Hard to Improve When You Have No One But Yourself to Follow The Law of the Rubber Band: Growth Stops When You Lose the Tension Between Where You are and Where You Could Be The Law of Contribution: Developing Yourself Enables You to Develop Others This third book in John Maxwell's Laws series (following the 2-million seller The 21 Irrefutable Laws of Leadership and The 17 Indisputable Laws of Teamwork) will help you become a lifelong learner whose potential keeps increasing and never gets "used up."

### **Focus**

We are all making an attempt at living a life that is rich, fulfilling and driven by purpose. It is basic human nature. However, many of us are going through life without adequate tools on how to live at our best. By focusing on your best decade, this book is a collection of ideas, strategies, and stories which will elevate your life to the next level. Let your best decade be a complete unveiling of your best self. Enjoy the journey!

### **Priority Areas for National Action**

### **The Seven Habits of Highly Effective People**

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Explains how trust is a key catalyst for personal and organizational success in the twenty-first century, in a guide for businesspeople that demonstrates how to inspire trust while overcoming bureaucratic obstacles.

### **Your Best Decade**

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the

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good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings

The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include:

Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

### **Find Your Balance Point**

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A new release in the Quality Chasm Series, Priority Areas for National Action recommends a set of 20 priority areas that the U.S. Department of Health and Human Services and other groups in the public and private sectors should focus on to improve the quality of health care delivered to all Americans. The priority areas selected represent the entire spectrum of health care from preventive care to end of life care. They also touch on all age groups, health care settings and health care providers. Collective action in these areas could help transform the entire health care system. In addition, the report identifies criteria and delineates a process that DHHS may adopt to determine future priority areas.

### **Focus**

China proposed the Belt and Road Initiative in 2013 to improve connectivity and cooperation on a transcontinental scale. This study, by a team of World Bank Group economists led by Michele Ruta, analyzes the economics of the initiative. It assesses the connectivity gaps between economies along the initiative's corridors, examines the costs and economic effects of the infrastructure improvements proposed under the initiative, and identifies complementary policy reforms and institutions that will support welfare maximization and mitigation of risks for participating economies.

### **Great Work, Great Career**

Update your thinking and avoid complacency with the 12 week year Are you ready to change your life? This hands-on template for implementing advice from the game-changing book *The 12 Week Year* is a study guide that makes it easy for anyone to apply the 12 week year to their own lives. Instead of getting bogged down in annualized thinking that produces pitfalls and saps productivity, follow along with this guide to redefine your “year” to be just 12 weeks long. By doing so, you’ll avoid complacency, begin to focus on what matters most, create better clarity, and develop a sense of urgency so that “now” is always the right time to act. Applicable to business growth, career goals, and life in general, the 12 week plan will help you improve in any—or every—area. By closing the “knowing-doing gap,” you’ll discover how to execute on what you already know and greatly expand the boundaries of your capabilities. Learn to: Create your personal and business visions with step-by-step tips Develop your own 12 week plan by applying what you know to what you do Put over 10 years of field-tested content, exercises, and templates to work for you Build a 12 week commitment and apply the system to your own life and business Take back your life, improve your thinking, and advance your business or career by implementing real-world, hands-on methods in *The 12 Week Year Study Guide*.

### **Measure What Matters**

THE INSTANT #1 NATIONAL BESTSELLER From the #1 New York Times bestselling authors of *Extreme Ownership* comes a new and revolutionary approach to help leaders recognize and attain the leadership balance crucial to victory. With their first book, *Extreme Ownership* (published in October 2015), Jocko Willink and Leif Babin set a new standard for leadership, challenging readers to become better leaders, better followers, and better people, in both their professional and personal lives. Now, in *THE DICHOTOMY OF LEADERSHIP*, Jocko and Leif dive even deeper into the uncharted and complex waters of a concept first introduced in *Extreme Ownership*: finding balance between the opposing forces that pull every leader in different directions. Here, Willink and Babin get granular into the nuances that every successful leader must navigate. Mastering the *Dichotomy of Leadership* requires understanding when to lead and when to follow; when to aggressively maneuver and when to pause and let things develop; when to detach and let the team run and when to dive into the details and micromanage. In addition, every leader must:

- Take *Extreme Ownership* of everything that impacts their mission, yet utilize *Decentralize Command* by giving ownership to their team.
- Care deeply about their people and their individual success and livelihoods, yet look out for the good of the overall team and above all accomplish the strategic mission.
- Exhibit the most important quality in a leader—humility, but also be willing to speak up and push back against questionable decisions that could hurt the team and the

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mission. With examples from the authors' combat and training experiences in the SEAL teams, and then a demonstration of how each lesson applies to the business world, Willink and Babin clearly explain THE DICHOTOMY OF LEADERSHIP—skills that are mission-critical for any leader and any team to achieve their ultimate goal: VICTORY.

### **First Things First**

#1 Best Seller in Business Mentoring & Coaching, Management Science, and Management Skills Wall Street Journal bestselling author Scott Miller's Management Mess to Leadership Success is winner of Bookpal's 2019 Outstanding Works of Literature (O.W.L) award in Leadership. Also don't miss Scott on the Rachel Hollis RISE podcast. Your Leadership Skills Are About to Change. Millions have read the all-time global best seller The 7 Habits by Stephen R. Covey. Both leaders and individuals have been inspired and transformed by its universal principles of effectiveness, including Scott Miller who was a personal friend of Stephen R. Covey. Scott knows what it's like to fail. He was demoted from his first leadership position after only three weeks—and that's just one of several messy management experiences on his two-decade journey to leadership success. He's not alone. Everyone fails. But something sets Scott apart: transparency and willingness to share his story in a forthright, relatable, and applicable way. Thirty leadership challenges. In Miller's book you'll find 30 leadership challenges that can,

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when applied, change the way you manage yourself, lead others, and produce results. The wisdom in Scott's book was learned through hard knocks and was honed by Stephen R. Covey and the FranklinCovey team through years of research and corporate training experience. Learn from Scott's real-life experiences: Lead difficult conversations, celebrate success Inspire trust, actively listen, challenge paradigms Put the right people in the right roles Create a clear and actionable team vision Accomplish your organization's Wildly Important Goals® Become the leader you would follow Fans of The 7 Habits who have read and liked Radical Candor, The Personal MBA, or Mastering Leadership will love Scott Miller's Management Mess to Leadership Success.

### **Essentialism**

Learn to be proactive with the 7 Oaks gang in this Level 2 Ready-to-Read edition of the first book in the 7 Habits of Happy Kids series from Sean Covey and Stacy Curtis. Biff the beaver is always making fun of Pokey's quills. Every day at school he makes jokes about them in front of everyone and no matter how much his friends try to help, Pokey just can't help but feel bad when Biff says mean things. It isn't until he learns to ignore Biff that he can stop being so bothered by his comments. With short lyrical text, each of the Level 2 Ready-to-Reads in this winning series focuses on one habit.

### **Focus: Achieving Your Highest Priorities**

#### **Execution**

With more than five million copies in print all around the world, *The 7 Habits of Highly Effective Teens* is the ultimate teenage success guide—now updated for the digital age. Imagine you had a roadmap—a step-by-step guide to help you get from where you are now, to where you want to be in the future. Your goals, your dreams, your plans...they are all within reach. You just need the tools to help you get there. That's what Sean Covey's landmark book, *The 7 Habits of Highly Effective Teens*, has been to millions of teens: a handbook to self-esteem and success. Now updated for the digital age, this classic book applies the timeless principles of the 7 Habits to the tough issues and life-changing decisions teens face. In an entertaining style, Covey provides a simple approach to help teens improve self-image, build friendships, resist peer pressure, achieve their goals, and get along with their parents, as well as tackle the new challenges of our time, like cyberbullying and social media. In addition, this book is stuffed with cartoons, clever ideas, great quotes, and incredible stories about real teens from all over the world. An indispensable book for teens, as well as parents, teachers, counselors, or any adult who works with teens, *The 7 Habits of Highly Effective Teens* has become

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the last word on surviving and thriving as a teen and beyond. "If The 7 Habits of Highly Effective Teens doesn't help you, then you must have a perfect life already."-Jordan McLaughlin, Age 17

### **Eat That Frog!**

BUSINESS STRATEGY. "The 4 Disciplines of Execution "offers the what but also how effective execution is achieved. They share numerous examples of companies that have done just that, not once, but over and over again. This is a book that every leader should read! (Clayton Christensen, Professor, Harvard Business School, and author of "The Innovator s Dilemma)." Do you remember the last major initiative you watched die in your organization? Did it go down with a loud crash? Or was it slowly and quietly suffocated by other competing priorities? By the time it finally disappeared, it s likely no one even noticed. What happened? The whirlwind of urgent activity required to keep things running day-to-day devoured all the time and energy you needed to invest in executing your strategy for tomorrow. "The 4 Disciplines of Execution" can change all that forever.

### **Belt and Road Economics**

Outlines a breakthrough approach to conflict resolution and creative problem

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solving that draws on the techniques of thinkers from a broad range of disciplines to explain how to incorporate diverse viewpoints for win-win solutions.

### **Full Focus Planner - Grey 4.0**

In the ten years since its publication, *The 7 Habits of Highly Effective People* has become a worldwide phenomenon, with more than twelve million readers in thirty-two languages. *Living the 7 Habits: Stories of Courage and Inspiration* captures the essence of people's real-life experiences, applying proven principles to help them solve their problems and overcome challenges. In this uplifting and riveting collection of stories, readers will find wonderful examples of hope and encouragement as they are touched by the words of real people and their experiences of change—change that got them through difficult times; change that solved family crises; change that mended broken relationships; change that turned their businesses around; change that influenced entire communities.

### **The Effective Executive**

The measure of the executive, Peter Drucker reminds us, is the ability to 'get the right things done'. Usually this involves doing what other people have overlooked, as well as avoiding what is unproductive. He identifies five talents as essential to

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effectiveness, and these can be learned; in fact, they must be learned just as scales must be mastered by every piano student regardless of his natural gifts. Intelligence, imagination and knowledge may all be wasted in an executive job without the acquired habits of mind that convert these into results. One of the talents is the management of time. Another is choosing what to contribute to the particular organization. A third is knowing where and how to apply your strength to best effect. Fourth is setting up the right priorities. And all of them must be knitted together by effective decision-making. How these can be developed forms the main body of the book. The author ranges widely through the annals of business and government to demonstrate the distinctive skill of the executive. He turns familiar experience upside down to see it in new perspective. The book is full of surprises, with its fresh insights into old and seemingly trite situations.

### **The 5 Choices**

Stop Procrastinating Get More of the Important Things Done—Today! There just isn't enough time for everything on our to-do list—and there never will be. Successful people don't try to do everything. They learn to focus on the most important tasks and make sure those get done. They eat their frogs. There's an old saying that if the first thing you do each morning is eat a live frog, you'll have the satisfaction of knowing you're done with the worst thing you'll have to do all day. For Tracy, eating a frog is a metaphor for tackling your most challenging task—but

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also the one that can have the greatest positive impact on your life. *Eat That Frog!* shows you how to organize each day so you can zero in on these critical tasks and accomplish them efficiently and effectively. In this fully revised and updated edition, Tracy adds two new chapters. The first explains how you can use technology to remind yourself of what is most important and protect yourself from what is least important. The second offers advice for maintaining focus in our era of constant distractions, electronic and otherwise. But one thing remains unchanged: Brian Tracy cuts to the core of what is vital to effective time management: decision, discipline, and determination. This life-changing book will ensure that you get more of your important tasks done—today!

### **The Dichotomy of Leadership**

#1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on

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losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In *Measure What Matters*, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

### **Bull's Eye**

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“Required reading for professionals—and aspiring professionals—of all levels.”  
—Shirley Ann Jackson, President of Rensselaer Polytechnic Institute and Former Chairman of U.S. Nuclear Regulatory Commission Robert C. Pozen, one of the business world’s most successful—and productive—executives, reveals the surprising secrets to workplace productivity and high performance. It's far too easy for working professionals to become overwhelmed by a pile of time-sensitive projects, a backlog of emails, and endless meetings. In order to be truly productive, they must make a critical shift in mindset from hours worked to results produced. With *Extreme Productivity*, Pozen explains how individuals can maximize their time and energy by determining and focusing on their highest priorities. He also provides a toolkit of practical tips and techniques to help professionals at all stages of their careers maximize their time at work. This essential handbook empowers every person with proven methods for prioritizing their time to achieve high-impact results and refine their career goals for long-term success, all while leading a full and meaningful personal life as well.

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