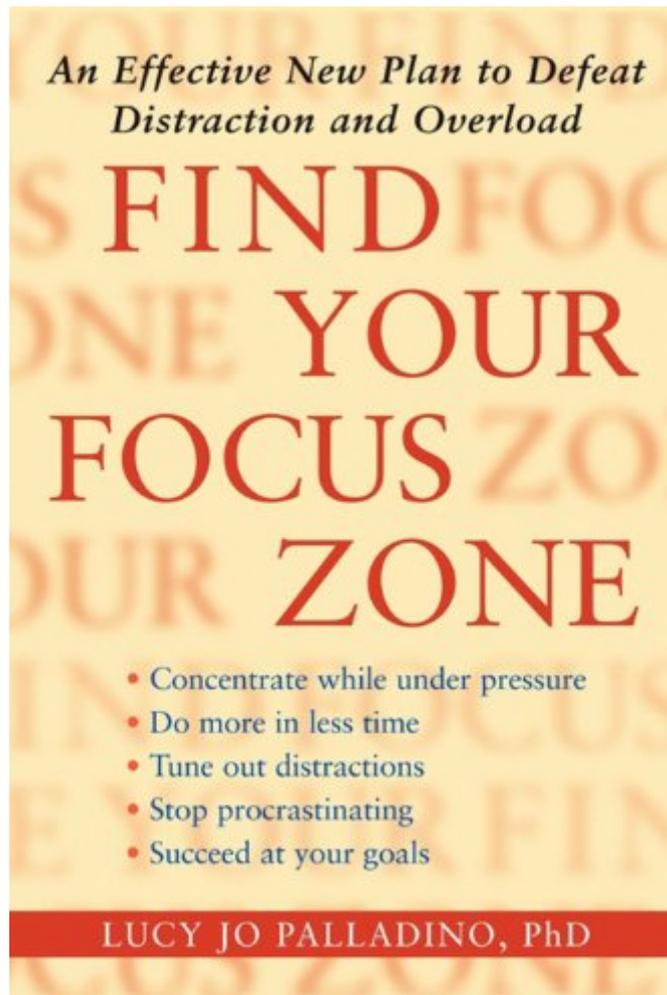


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# Find Your Focus Zone: An Effective New Plan To Defeat Distraction And Overload



## Synopsis

Where did my day go? How did it get so late? I feel like I'm being pulled in too many directions at once. If only there were two of me, I could get it all done. If this is you at the end of the day, you are not alone. Millions of people deal with these same frustrations in today's world of endless distraction. Let's face it: We all live on the edge of being overwhelmed, and old ways of paying attention just don't work anymore. When you get more than three thousand advertising messages and hundreds of emails every day, it's no wonder you feel like you're constantly fighting distraction. What is the secret -- known to a select group of high achievers, including Olympic athletes -- to finding your focus zone? The key is managing adrenaline. Too much and you're overstimulated; too little and you're not stimulated enough. Now you, too, can learn the same methods that high performers use. In *Find Your Focus Zone*, psychologist Lucy Jo Palladino, PhD, gives you eight sets of keys to unlock your best attention so that you can concentrate in every situation -- even when you're under pressure or facing dull tasks that must be done. You'll choose which key solutions and strategies work best for you and use them to create your own personal keychain for daily achievement and success. The skills you learn in *Find Your Focus Zone* will help you to

- Beat procrastination and face boring jobs
- Overcome obstacles and finish what you start
- Prevent yourself from getting overwhelmed and burned out
- Build balance and trust in your work and family relationships
- Enhance your self-confidence
- Use interruptions to your advantage
- Tune out distractions to increase your efficiency and effectiveness

Dr. Palladino is the first to explain the science of attention in plain language. As she teaches you cutting-edge concepts and methods to win the fight against distraction and overload, she highlights them with engaging stories, easy exercises, and useful tips. With the individualized program that Dr. Palladino prescribes for your particular needs, you'll learn not only how to find your focus zone, but also how to boost your personal productivity by applying these attention skills, self-encouragement practices, and strengths. And by learning to flex your attention muscle, you'll avoid the dangers of distraction and boredom, like missing deadlines, disappointing your family, and feeling scattered and ineffective. A book for anyone who struggles to cut through the noise of everyday life, *Find Your Focus Zone* gives you the tools you need to succeed in today's digital world of distraction. Warm, practical, and user-friendly, with innovative techniques and a powerful message, it's just what the doctor ordered.

## Book Information

File Size: 1093 KB

Print Length: 308 pages

Page Numbers Source ISBN: 1416532005

Publisher: Atria Books (June 26, 2007)

Publication Date: June 26, 2007

Sold by:Â Digital Services LLC

Language: English

ASIN: B000RWC6OY

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #324,622 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #54

inÂ Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Personal Health > Work-Related

Health #87 inÂ Books > Health, Fitness & Dieting > Exercise & Fitness > Injury Prevention #347

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## Customer Reviews

When a friend put this book in my hands a few months ago, I wondered if he was trying to tell me something, and if I should be offended. Find Your Focus Zone: Hadn't I read enough time-management books or self-improvement books already? Now I've read the book -- and passed on a few copies myself -- and I'm signing on here to say that THIS IS NOT YOUR TYPICAL SELF-HELP BOOK. For one thing, it's really helpful. Really, really helpful. Palladino has a novelist's gift for succinct and memorable character descriptions, which means that her description of the too hyperfast, hyperfocused guy reminded me of someone (several someones) I knew, as did her sketch of the woman who is scattered and spacey, the folks who are overstimulated, understimulated, afraid of failure. I started turning down pages to share with people but stopped partway through. I could tell that nearly everyone I know could benefit from Palladino's clear analysis of what makes us less effective in every part of our lives. That leads me to another part of Find Your Focus Zone that surprised me: how much I found that Palladino's advice could help me in my family life. Her portraits of parent-child interactions hit home with even more force than did her sketches of workers. Because of her book, I've changed the way I think about my daughter's foot-dragging over homework and music practice. Also how my husband and I work with her and our son on chores, how we think about our family meals, our vacations, our dreams for them. Little stuff

and big stuff. If you wonder about the effect of the new connectivity toys and tools on children, read this book. If you wish work didn't intrude on your family life but find it hard to leave it at the office, read this book.

I've spent about 15 years reading books and articles about this subject, and this is the first time I've actually experienced an immediate and tangible shift in focus. That's pretty close to miraculous, especially since I've even been an editor or contributor to some books on the subject. See, I have a very very busy mind. I'm a marketing director for a Boston high-tech company (fast-moving group in a rapidly changing environment with constantly large amounts to learn), I sing in a championship men's chorus which requires a substantial commitment, I'm in an a capella quartet (ditto), I'm Class Notes secretary for my college class, and just for fun last year I discovered a very advanced life-threatening cancer, learned an enormous amount fast (as if my life depended on it) and completely beat it, while being stuck with two houses because we'd moved at the start of the housing slump. Now that the house and cancer are resolved, I'm a team leader in a year-long self-development course, I've become an active blogger, and I've published my year-long cancer journal and I'm becoming active in the "e-patient" movement to promote a new kind of doctor-patient relationship for the internet-enabled, whose principles played a big role in my cancer success last year. I mean, I love my life, but with a life like that, who has time to stop and "go to school" about focusing? I'll never forget the first time management course I took, decades ago. It said you just make a list and mark everything A,B,C for priority and then do the most important stuff. I wanted to reach out and SLAP the author, saying "You idiot, if I could do THAT, I wouldn't need this course!"

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