



## Overview

The FOCUS: Achieving Your Highest Priorities workshop is the anchor of the FranklinCovey Focus Solution. This one-day course teaches productivity skills integrated with a powerful planning system that helps employees clarify, focus on, and execute the highest priorities—personally and professionally.

## Who Should Attend

All workers within an organization who need to make improvements in their personal and professional productivity.

## Workshop Features

- Includes the Focus Assessment—a pre- and post-workshop evaluation—to infuse in the learner greater meaning of the course content and to measure productivity improvement
- Teaches how to integrate and use planning tools such as the Franklin Planner®, PDA, and PlanPlus™ for Microsoft® Outlook®
- Provides participants clear understanding of how to generate passion and engagement in their personal and professional lives
- Establishes a goal-setting process to help the learner become more focused
- Gives technology tips and best practices to help learners manage the onslaught of information they receive daily

## Learning Objectives

Participants who experience the Focus workshop discover how to:

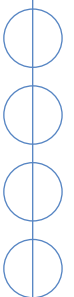
- Apply a goal-setting process that gets results
- Stay focused every day with a reliable planning system that integrates the tools they use (planner, PDA, desktop)
- Achieve balance and renewal in their lives to avoid burnout and cycles of frustration
- Gain control of the competing demands on their time—e-mail, voice mail, meetings, and interruptions
- Reduce stress by recognizing and eliminating low-priority activities and distractions

## Course Format

Taught as a one-day, facilitator-led workshop in a corporate onsite or public seminar setting.

## Facilitator Certification

Facilitators can become certified to teach the new Focus workshop through a three-day certification class. Individuals who are currently certified in and are actively teaching What Matters Most® can self-certify. Other certification options are available.



Core Competencies derived from the Focus workshop can be mapped to performance statements as outlined below:

CORE COMPETENCIES	PERFORMANCE STATEMENTS - Participants will be able to:
<p><b>Focusing Energy</b></p> <ul style="list-style-type: none"> <li>• Developing vision</li> <li>• Establishing / clarifying values</li> <li>• Setting personal / professional goals</li> <li>• Aligning goals to mission-critical priorities</li> <li>• Focusing on outcomes</li> <li>• Becoming engaged</li> </ul>	<ul style="list-style-type: none"> <li>• Explain the process for focusing on the truly important rather than the merely urgent.</li> <li>• Explain how to develop personal / professional values.</li> <li>• Clarify key objectives of the organization or workgroup.</li> <li>• Describe how personal work goals align to organizational mission.</li> <li>• Explain how to set personal goals that align with personal / organizational values.</li> <li>• Identify organizational / personal misalignments with business goals.</li> </ul>
<p><b>Achieving Results</b></p> <ul style="list-style-type: none"> <li>• Executing strategy</li> <li>• Focusing on important rather than merely urgent priorities</li> <li>• Defining enabling tasks to achieve key goals</li> <li>• Eliminating low priorities</li> <li>• Prioritizing tasks</li> <li>• Using planning tools</li> <li>• Managing information</li> </ul>	<ul style="list-style-type: none"> <li>• Break down most important work goals into key tasks.</li> <li>• Assign priority to key tasks.</li> <li>• Ensure that key tasks connect to organizational goals and mission.</li> <li>• Prioritize work on a weekly and daily basis.</li> <li>• Ensure that tasks serve long- as well as short-term goals.</li> <li>• Eliminate low-priority activities to free up time to focus on most important goals and tasks.</li> <li>• Demonstrate how to integrate and use planning tools (paper and electronic) to increase efficiency.</li> <li>• Demonstrate a process for managing information (e-mail, voice mail, etc.) necessary for personal effectiveness.</li> </ul>
<p><b>Personal and Professional Balance</b></p> <ul style="list-style-type: none"> <li>• Achieving life balance</li> <li>• Practicing self renewal</li> </ul>	<ul style="list-style-type: none"> <li>• Explain how to balance work and life priorities.</li> <li>• Define key roles and responsibilities that flow from these roles.</li> <li>• Make commitments to renew individual productive capacity.</li> </ul>

