

## Your Kindle Notes For:



### **Attention Pays: How to Drive Profitability, Productivity, and Accountability**

**Neen James**

46 Highlight(s) | 1 Note(s)

Location: 343

INTENTION IS WHAT MAKES ATTENTION VALUABLE

Location: 362

Intention is what makes attention valuable.

Location: 537

I think of Chip as this vicious green gremlin who visits late at night. He taunts you relentlessly, reminding you of everything you didn't get done today. He's ugly, and he distracts you.

Location: 548

(The responsibility is on me, the speaker, to keep them engaged. The same is true for any speaker, or any leader for that matter.) I

Location: 564

According to a study performed by the International Center for Media & the Public Agenda, most children and teens spend 75% of their waking lives with their eyes fixed on a screen.

Location: 633

Herbert Simon, a social scientist in 1971, said, "A wealth of information creates a poverty of attention." Wise words.

Location: 754

No wonder we are overwhelmed, overstressed, and overtired.

Location: 768

While technology was the means for the destruction of the work-life boundary, it's not to blame. It's humans that are to blame. We control the tools we use. It's user error. We have to stop the madness!

Location: 782

I believe in work-life integration. What's the difference? Work-life integration is when your environment, emotions, and expectations are what you want them to be.

Location: 843

It requires us to make a choice. The choice is to be intentional with who, what, and how we spend our attention.

Location: 928

Then he took my face in his tiny little hands and turned it toward him. With great superhero passion and intensity, he said the words I will never forget: "Pay attention to me! Listen with your eyes!"

Location: 973

"Conscious attention is being focused, engaged, and receptive."

Location: 991

Attention in the military is a complete concentration of energy toward a specific purpose.

Location: 1,206

Philosopher and motivational speaker Jim Rohn is quoted as saying, "Motivation is what gets you started. Habit is what keeps you going." If you took the time to answer the questions in the previous section, you have discovered your motivation for change—the people, priorities, and passions that are most important to you.

Location: 1,243

Where can you listen with your eyes more?

Location: 1,297

I love this quote from Parker Palmer, author of *Let Your Life Speak*, who says, "Self-care is never a selfish act—it is simply good stewardship of the only gift I have, the gift I was put on

earth to offer others. Anytime we can listen to true self and give the care it requires, we do it not only for ourselves, but for the many others whose lives we touch.”

Location: 1,376

Unsubscribe to anything that doesn't positively feed your soul. I love the gif that says, “Please cancel my subscription to your issues.”

Location: 1,385

I might be known to occasionally press extra flushes just to make more noise (I know that makes me a bad human).

Location: 1,403

Jeff Bezos, CEO of Amazon says, “Your brand is what other people say about you when you are not in the room.” It is crucial to your success in job interviews, applying for promotions, starting your own company, presenting at a conference or internal meeting, or serving in your local community.

Location: 1,514

“Neen, you need to articulate three things you are good at, don't blink and don't look away.” The simplicity of this advice worked in every job interview, promotional opportunity, and new client appointments. What are your three?

Location: 1,688

When you notice someone by using their name, the situation shifts from a mere transaction to a transformational interaction. The other person feels seen and heard and responds positively.

Location: 1,698

Listening requires action.

Location: 1,709

I'm not just listening to the details of their size and their height, I'm imagining who they are and it gives me an idea of their presence. I'm not just listening to what they say, but paying attention to how they say it, how they describe it, their body language.

Location: 1,752

Remember, it is intention that makes attention valuable.

Location: 1,808

As a frequent flyer, my system is once I am in my seat on the airplane, I text people I care about (friends, family, and clients) before the crew asks us to switch off our phones. It's a deliberate practice that fills the time while waiting for the plane to take off with meaningful connections.

Location: 1,896

It's not a dream. It is possible. We consistently help clients achieve these same results. In our work together, we help them identify priorities, improve delegation of tasks, eliminate inefficient meetings, surgically audit email, and implement new systems to apply attention management strategies. Clients share with us that they get their time back, invest in their health, feel less stressed, achieve greater success, and are able to spend quality time with those they care about.

Location: 1,936

You don't have time to do everything; you only have time to do what matters.

Location: 1,951

Time is fixed, but attention is flexible. Which means it's not about time management; it's about attention management. We don't have a time management crisis; we have an attention management crisis.

Location: 1,954

While we can't control time, we can protect what time we have. Our attention-deficit society constantly conspires to steal our time and attention. We have to shield and safeguard our time so that we can direct our intentional attention into more strategic activities, such as the priorities that matter most.

Location: 1,991

Schedule service days—I allocate one day a month on my calendar for pro bono assistance to people in my industry who need help. Could you add a service day to your calendar?

Location: 1,994

Create visual recognition systems—Use color-coding to simplify your life. My calendar uses a variety of colors to show speaking, travel, consulting, personal appointments, and administration and business development.

Location: 2,015

Use the latest apps to do the work for you—Go to [neenjames.com/extras](http://neenjames.com/extras) for my favorite Attention Resources to help you implement these email defense systems:

Location: 2,028

Remember, most emails you receive are requests from people who want your time and attention to accomplish their objectives. Email is an important tool. When used well it assists communications, but if not managed it kills productivity. Don't be the leader who gives half-responses and sends emails full of spelling errors or emoticons. Be an influential communicator.

Location: 2,099

“Thank you for your kind invitation. I am unable to join you.” Or “Thank you for your kind invitation, I have another commitment.”

Location: 2,103

That's it. Don't overcomplicate it. Don't throw excuses or fibs at it. Just say, kindly and politely, “No, thank you.”

Blue highlight | Location: 2,125

Scan emails and limit answers to quick responses.

Note:Disagree! This is why so many people send so much email! People dont read and they miss things and then send again

Location: 2,137

The brain works like a muscle. It can become stronger. But when our brain has to make many decisions (big and small), it becomes less effective. With the number of decisions we have to make every day and the volume of information we have to process, our brains tend to get overworked. The result is that it's harder for our brains to focus and pay attention. When we are tired and under stress we might also be more challenged to invest our attention wisely. This is why we tend to tune out (maybe watch TV) and avoid meaningful conversations with people at the end of a long, hectic, decision-filled workday.

Location: 2,164

It's ironic that it was difficult for the attention expert to focus on writing a book on attention!

Location: 2,201

Jim Rohn said, “Success is nothing more than a few simple disciplines practiced every day.”

Location: 2,255

Your team doesn't have time to do everything, only time to do what matters.

Location: 2,259

A critical skill for every leader is helping team members set and manage priorities. Having clearly defined priorities and expectations are the foundation of productivity. If your team is not on track, that's your responsibility, not theirs.

Location: 2,325

Create a distraction-free zone. Dedicate an area of workspace or a time period each day that is declared distraction-free. That means no meetings and no interruptions from peers or management within that space or during that time. Everyone (you, too!) has the freedom to complete work, create, and stay on task. For some organizations, implementing just this one idea changes the whole dynamic of their workdays by decreasing stress and increasing productivity. Try it.

Location: 2,425

It is your responsibility as a leader to be engaging and to keep your team's attention during the meeting. If meetings are not effective, it's your fault. That's right.

Location: 2,588

He was one man who had a vision, accepted responsibility to make an impact, and took action. His idea inspired others to take action and impact our planet.

Location: 2,742

Oliver Wendell Homes said, "One's mind, once stretched by a new idea, never regains its original dimensions."

Location: 2,763

Intentional attention is about the choices you make and actions you take.