

ROI of Paying Attention



Leveraging Your own ROI (return on investment)
to create a multiple streams of income by
“paying attention”

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Why we need to “pay” Attention

- Most of us forget that there is actually a cost to “paying attention.” The costs are different for each one of us and the opportunities lost are often priceless.
- However, if we begin to look at how we use our time, allocate our energy, capture ideas, engage “right action” and direct our attention, we can enjoy uncommon success and happiness.



Attention can be reaction?

- We become the creation of our choices.
- Choices often result from a lifetime of conditioning.
- We become victims of our unconscious scripts--unconscious choices.
- Response-ability gives way to reaction.



Attention must be a choice!

- Choices result from what we lack, what we want to do and what we are trying to prevent from occurring.
- Memes passed on by our families, communities and cultures guide our action.
- Functioning everywhere but the present causes us to react rather than respond.



How can we increase our ROI?

- ❑ Create space in the present moment.
- ❑ Clarify what you lack, love and hate.
- ❑ Understand your preferences .
- ❑ Respond in the present.
- ❑ Reduce reliance on memes.
- ❑ Leverage your attention
- ❑ Thinking residual rather than linear



Benefits of “paying attention”

- *Investments in Attention help us to:*
 - gain trust by being dependable
 - find integrity with our identity
 - improve our results
 - meet obligations with less effort
 - achieve coherence and well-being
 - create residual streams of income



Why attention pays...

- The returns on investment yield:
 - **TRUST**
 - when people can consistently “count” on us
 - **INTEGRITY**
 - when we walk our talk, under-promise/over-deliver
 - **RESULTS**
 - focusing directed attention
 - **RESIDUALS**
 - systems create leverage with less applied effort
 - **WELL-BEING**
 - achieving coherence between intention & attention



In Summary... *ROI of Paying Attention*

- **Using time effectively,**
- **allocating energy resources,**
- **capturing ideas,**
- **engaging right action and**
- **directing our attention**

works together to align our intention with our behavior creating a leveraged and trusting environment that allows us to respond in the present moment--mindfully--with confidence.

Want to learn HOW to do it?

Reserve your place now for the start of the TeleSeries™
Sessions begin in January! <mailto:register@leadwise.com>

Not sure yet?

JOIN US FOR A FREE INTRODUCTORY SESSION

WHAT: The ROI of Paying Attention TeleSeries™

WHEN: Wed Dec 17 @ 11:00 PM EST or Fri Dec 19 1:00 PM EST

WHO: Mike R. Jay, Executive Coach "Leading@the speed of change"

Where: Register FREE @ <mailto:leslie@smallbusinessu.com> .

Info: @ <http://www.leadwise.com/ROIofAttention.htm> .