

## Ever get to the end of a busy day wondering what the heck you got done?

Start by asking yourself:

**What's the one thing you can do today such that by doing it, everything else becomes easier or unnecessary?**

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**STOP** being busy doing all the urgent jobs for a short time every day

**START** doing one important thing every morning towards your one goal

### 1. The one ‘Single-Minded Success’ question you must ask yourself if you want to achieve the goals you have for your business...

**What’s the one thing you can do today such that by doing it, everything else becomes easier or unnecessary?**

Where is the value in this question?

To start, you’ll adjust the time frame of the question – today – to better suit your business priorities.

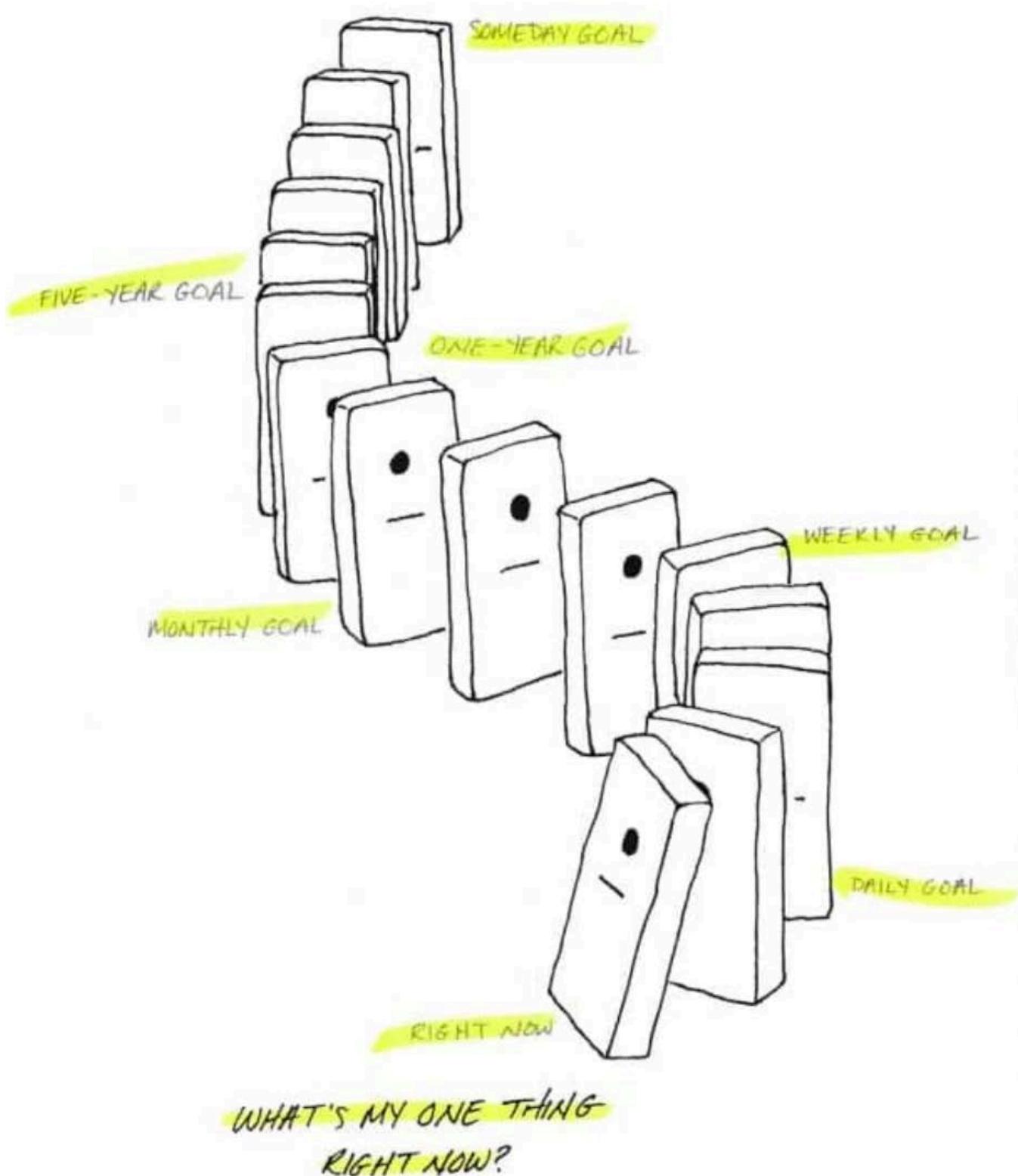
You may choose this week or this month. You may choose this year or you may choose in the next 3 years to suit your needs, your priorities or what matters most to you and your business.

Once you have the time frame nailed, the value of the question lies here...

- a) ... **What’s the ONE Thing I can do...** The first part of this Focusing Question is about taking action... it’s not the ONE thing you “should do”, or “could do”, or “would do” — but the ONE Thing you CAN do. The word “can” implies ACTION, as opposed to others, which imply intention.
- b) ... **such that by doing it...** This part of the question lets you know you’re about to get specific. It means that you’re about to take action on something that actually has real purpose.
- c) ... **everything else will be easier or unnecessary?...** This final part of the Focusing Question is about LEVERAGE. It says that when you do this ONE Thing, everything else you could do to accomplish your goal will now be either do-able with less effort or no longer even necessary. For example: hiring an assistant to handle your calls and emails is a leveraged action that frees up the time you used to put into calls and emails, thus making it easier for you to focus on growing your business.

**IMPORTANT:** The question is about priorities. The question is about action. And the question is about a big result but small actions.

Check out the image on the next page to see how the same question applied to different time frames can help you and your business and steer your actions every day.



### 2. Ed Sheeran's Big Hairy Audacious Goal (BHAG)...

If ever there was a man with a plan (and a vision) it was Ed Sheeran.

Whether you love his music or not there's no doubting what Sheeran's '*One Thing*' is and what his Big Hairy Audacious goal is...

*"I want to be the biggest male artist in the world"*

This article gives you all the details:

<http://www.gq-magazine.co.uk/article/ed-sheeran-new-album-divide>

This quote from the article captures the essence of Ed Sheeran's approach:

*There has never been a wannabe pop superstar who's planned so far ahead from day one.*

*Sheeran has been plotting since he was 13; he's 25 now and as unjaded and unrelenting as ever.*

*"It's a 15-record plan," he tells me.*

*"The first five EPs then the first album + [Plus], then x [Multiply] and now ÷ [Divide]. There'll be two more in this series of five albums and then five more after that..."*

### 3. Ed Sheeran's 'One Thing' every day...

It's one thing to work out and commit to your BHAG.

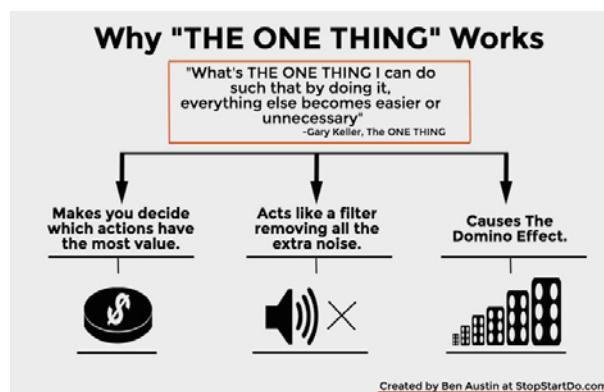
It's another to turn your BHAG into a daily action (domino) on the journey towards your BHAG.

Sheeran's attitude to every day, from the article, looks like this:

*"...any day in which he did not practice, perform or write a song was a day wasted"*

Like Sheeran you can be encouraged to take action every day by both the flywheel effect and the domino effect.

Ed Sheeran applied the principles at play in 'The One Thing':



## 4. THE FLYWHEEL EFFECT: Build the energy and impact of regular action

In his book ‘Good To Great’ Jim Collins showed how 11 great businesses exceeded market growth by more than 3 times the norm (one attained 18 x the market growth).

Rather than one big transformational step all 11 great businesses were found to have made lots of little steps. Little regular steps that resulted, eventually, in rapid and sustainable success (the sustainable success lasted for 15 years back to back or they didn’t make the list of 11 great businesses).

Collins called this the ‘flywheel’ effect – regular, consistent action builds momentum and eventually the wheel starts flying. Many days pass without much obvious progress or success.

Check out this article from Jim Collins’ website which describes how businesses apply the flywheel effect... <http://www.jimcollins.com/tools/How-does-your-flywheel-turn.pdf>

You’ll discover how Amazon and Intel have applied the flywheel to such global success.

A bit like Ed Sheeran’s daily grind in 2009 resulting in very little, until he got massive success in 2015 and 2017.

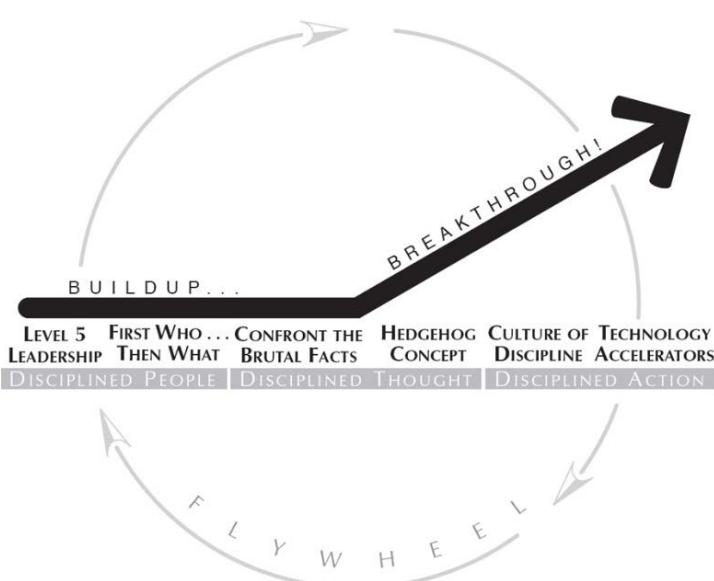
**And watch Jim Collins [here](#) describe the flywheel effect in just 60 seconds if only to hear his last sentence!!!**



And investigate more about the ‘Good To Great’ businesses in Collins’ great book.

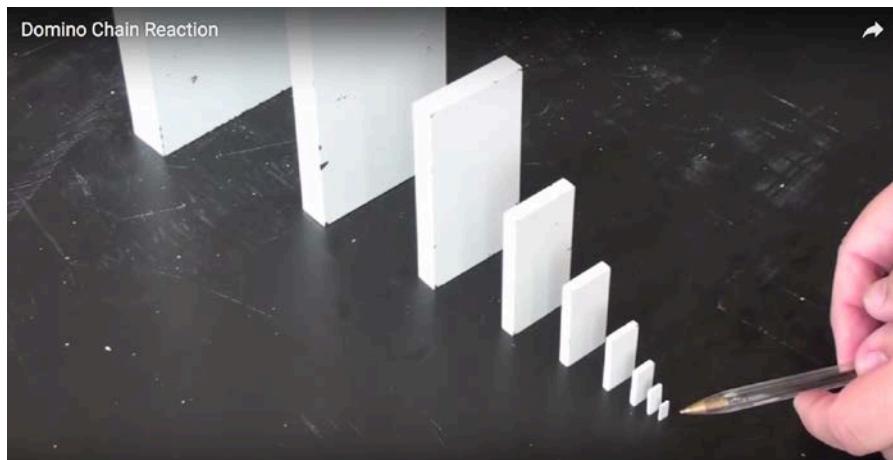
‘Good To Great’ the book and the flywheel effect is summarised in this image.

**NB** This edition of Business Bitesize and these support tools have focused on the build-up phase you see in this image. It’s the consistent actions daily focused on your BHAG that brings you the success you seek.



## 5. THE DOMINO EFFECT: Build the energy and impact of regular action

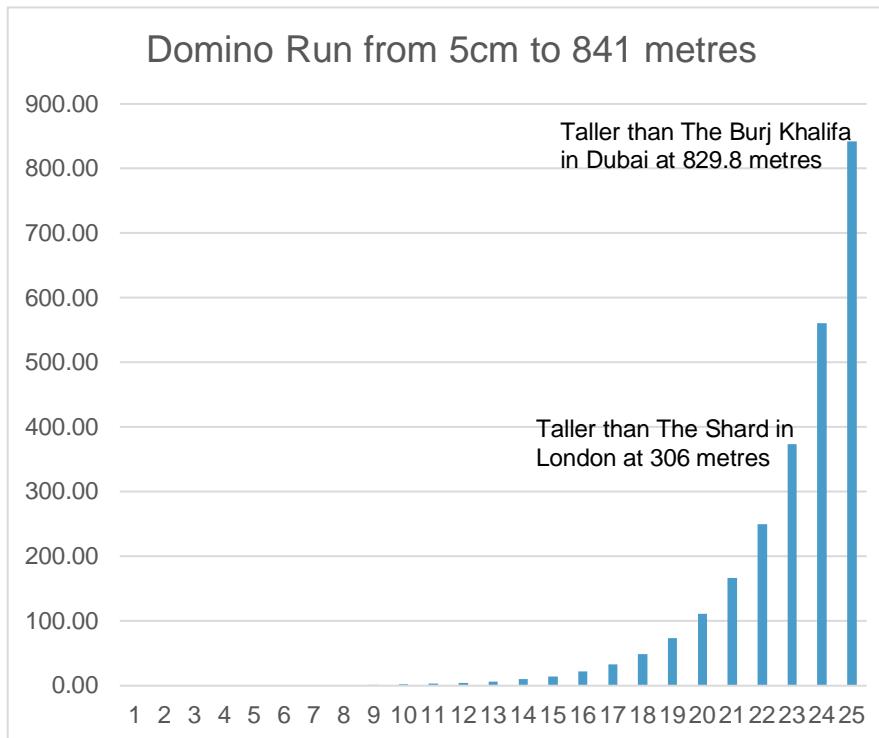
Check out this video to see in just a couple of minutes how the power builds in a domino run.



<https://www.youtube.com/watch?v=y97rBdSYbkg>

The video shows how you can release **2 billion times more energy** from tipping domino 1 by the time you get to domino 13.

The science behind the domino effect lies in the amplification of energy that's eventually released as the domino falls.



By taking action every day or every working day you amplify the effect so that it pays off like daily action paid off for Ed Sheeran.

So, one domino, one day, one 30 minute action – repeated daily – takes you to the BHAG you seek.

It pays to keep on keeping on, especially if every day amplifies the impact on your BHAG like it does on the domino run.

Here's how the (x 1.5) impact scales from a 5cm domino to a domino higher than the tallest building in the world (The Burj Khalifa in Dubai at 829.8 metres).



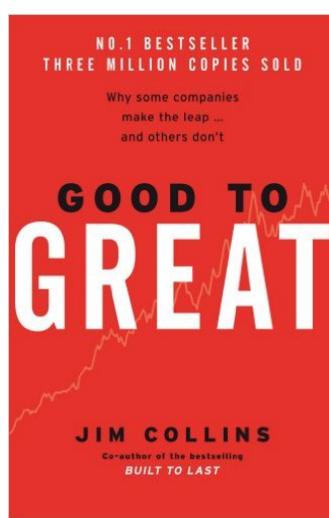
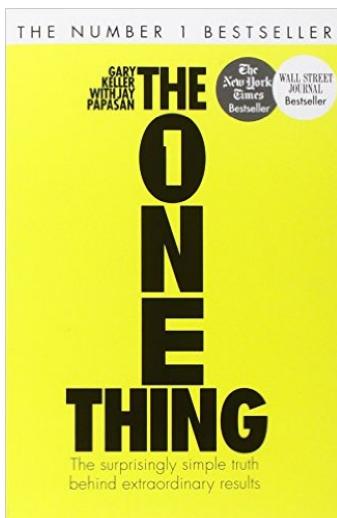
### 6. Four steps to make your dose of daily domino time happen every day...

Here's the questions you can ask yourself so that you knock over one domino a day to get what you want for yourself, your business and your life. Answer the questions and take the four steps...

- a) What's your daily diary commitment that takes you one domino (day) towards your BHAG?
  - Are you going for 30 minutes a day or 60 minutes a day or do you need to keep it small for now and make it 15 minutes a day?
- b) What time of day can you give yourself uninterrupted time for your time and action commitment to your '*One Thing*'?
- c) What space, place or room will best enable you to do what needs to be done in your 15, 30 or 60 minutes a day?
- d) What sort of prompt, reminder or trigger can you set up to remind you that you need to go to your chosen place for your daily '*One Thing*' activity?

### 7. The two books worthy of your attention...

Two sources of wholehearted inspiration and insight:



***The One Thing*** gives you a personal perspective on applying distraction free time to the One Thing you want to achieve in your business life.

***Good To Great*** gives you a company perspective on achieving greatness, one consistent daily step at a time.

Time to knock some dominoes over?