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At Work: Keeping Focused in the Midst of Chaos Executive Coach Ann Daly Advises Freescale Leadership Team

AUSTIN, TX—In the midst of so much economic and personal uncertainty, it's a challenge to maintain a focused workplace. "But there are practical strategies that individuals and management can use to keep the chaos at bay," says executive coach Ann Daly PhD. She will speak to the Freescale Women's Leadership Team about "Clarity in the Midst of Chaos" on August 5, 2009.

"We're all feeling stressed," explains Dr. Daly, "whether it's our 401K, our loved ones' jobs, or our kids' college fund. In order to remain productive at work, we need to consciously manage the distractions." Dr. Daly is the author of *Clarity: How to Accomplish What Matters Most* (\$16.95, Wollemi Pine Press).

Dr. Daly will suggest these strategies to the Freescale Women's Leadership Team:

- 1. Re-commit to your deliverables**
Itemize them, prioritize them, and write them down.
- 2. Refuse interruptions**
Sometimes they're necessary; more often, they're just a timesuck
- 3. Quit multi-tasking**
Every time you "look away," it's harder to re-focus on the first task
- 4. Schedule everything**
Take control: chunk similar activities and plan strategically
- 5. Write a "NOT to-do" list**
Get ruthless about cutting out the distractions
- 6. Practice**
Train yourself to optimize global focus v. detailed focus
- 7. Leverage your best time**
Schedule the most complex work for the time of day you feel clearest
- 8. Mark boundaries**
Create simple rituals that separate your workday from your personal life

Ann Daly PhD is an executive coach, speaker, and author of *Clarity: How to Accomplish What Matters Most*. Based in Austin, Dr. Daly helps her clients get clear about what they want and how to get it. She has been featured on Oprah & Friends' "Peter Walsh Show" and in the *Austin-American Statesman*. For more: www.anndaly.com/media.

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