



## Focus Like a Laser Beam: 10 Ways to Do What Matters Most

By Lisa L. Haneberg



**Focus Like a Laser Beam: 10 Ways to Do What Matters Most** By Lisa L. Haneberg

In *Focus Like a Laser Beam*, acclaimed management consultant and business blogger Lisa Haneberg offers business leaders a new way to direct their focus that, like a laser beam, is direct, fast, and on track. The book offers leaders ways to improve energy and engagement in the workplace and redirect how people communicate at work. *Focus Like a Laser Beam* is filled with useful suggestions for dealing with distractions and diversions and outlines the ten practices that will help leaders focus on what's most important.

- Know and feel the power of laser focus
- Get connected with your employees
- Have fun and be fun
- Relax to energize
- Turn meetings into focus sessions
- Invite a challenge
- Huddle
- Stop multitasking and put your focus where it belongs
- Do one great thing
- Let go of outdated goals, projects, and tasks

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### Editorial Review

#### Review

"Given today's fast pace of life, we all need Lisa's coaching on setting priorities! Quit saying, 'I can do it all!' Read this book and say, 'I can do what matters!' Great coaching for busy people!"

—Marshall Goldsmith, executive coach; author or coeditor of *The Leader of the Future*, *Global Leadership*, and *Coaching for Leadership*

"In this hyperactive world where our work is interrupted once every eleven minutes it's easy to conclude that as critical as focus is, it is beyond our grasp. But with this book in hand you can get both the methods and the kick-in-the-pants you need to overcome easy excuses and make focus a competitive advantage for you and your team."

—Laurence Haughton, author, *It's Not the Big That Eat the Small . . . It's the FAST That Eat the Slow* and *It's Not What You Say . . . It's What You Do*

"Lisa Haneberg's thoughtful book, *Focus Like A Laser Beam*, is important reading for managers and others looking to create value in their organization. In a time when too many priorities, messages, and issues make decision making difficult to do, this book helps the reader effectively sort through these items by focusing on what's important in improving their organization."

—Ken Thrasher, CEO, Compli, and retired CEO and president, Fred Meyer Stores

#### From the Inside Flap

Today's business managers and leaders are expected to handle impossible workloads and get results. Those who are successful know how to distinguish what they "must" do from what they "should" do, and to focus with mindfulness, purpose, and direction on the tasks that most directly affect bottom-line results.

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This groundbreaking book combines interviews with top executives with the lessons learned from Lisa Haneberg's experience working with such cutting-edge companies as Intel and Amazon.com. The book

shows managers how to prioritize their most crucial responsibilities and execute them with laser-like focus. Written to be a practical guide, *Focus Like a Laser Beam* features self-diagnostics, exercises, and includes step-by-step plans to create immediate improvement in streamlining processes and achieving results for leaders and their teams.

From the Back Cover

### **Your Guide for Focusing Like a Laser Beam**

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—Ken Thrasher, CEO, Compli, and retired CEO and president, Fred Meyer Stores

"Lisa is a master at helping us focus like a laser beam and ensure our processes are aligned to produce our business objectives. As a leader, the techniques in this book are invaluable for helping me ensure my organization is communicating well and nimble enough to change when needed."

—Jeffrey D. Krida, president and COO, Cruise West

## **Users Review**

### **From reader reviews:**

#### **Carl Strum:**

This book untitled *Focus Like a Laser Beam: 10 Ways to Do What Matters Most* to be one of several books that best seller in this year, honestly, that is because when you read this e-book you can get a lot of benefit into it. You will easily to buy this particular book in the book retail store or you can order it via online. The publisher of this book sells the e-book too. It makes you easier to read this book, as you can read this book in your Touch screen phone. So there is no reason to your account to past this e-book from your list.

#### **Ross Jackson:**

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**Cheryl Taylor:**

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