

Have you attended a great workshop or conference where you took copious notes knowing that what you were learning would revolutionize the way you currently do something? You just knew if you implemented this new technique your sales would soar. Or if you implemented the tickler file system you learned, your whole workday would be more productive and less stressful.

We have such high hopes of implementing new concepts; however, once we return to the reality of our daily lives, we seem to lose the enthusiasm that originally propelled us to think we could conquer the world. So, what happens?

Most likely, once you returned to the office, your focus got diverted to whatever was currently happening around you. You realized you had reports to file, meetings to attend, or calls to make. You put your brilliant new idea on a back burner where it lost all its "heat." This happens because the human brain is a very distractible organ, made even more distractible by our modern, over-stimulated lifestyles.

However, this lack of focus can be overcome by a technique called Spotlighting, which draws our attention to our intentions. Spotlighting is achieved by means of a cueing device such as a "magic pebble," a kitchen timer, an image of your goal, etc. When you see or hear the "cue," your attention shifts to what it is you intend to do.

For example, to implement a new sales strategy that will double your income and help you afford the vacation of a lifetime, put pictures of your dream destination on your desk, office door, bathroom mirror--anywhere that would continually bring your intention to your attention. Because it is now at the forefront of your mind, you will be more likely to shift your behaviors in accordance with your intention.

Remember, developing a new habit requires undivided attention - that's more important than how long we do it (i.e., 21 days to a new habit). Practice the Spotlighting technique and see where it takes you - maybe Bora Bora?

(If you like gadgets, you'll love the ultimate cueing device - the [MotivAider](#) . It's like a personal accountability partner that automatically reminds you of your intention. I know firsthand how well it works; it helped improve my slouchy computer posture!)

*From *Following Through* by Steve Levinson, Ph.D. and Pete Greider, M.Ed.