

# THE EXTRA POINT

BY JERRY ROBERTS



## # 371 Can You Follow Warren Buffett's 5/25 Rule?

If you walked into work this morning and the CEO of your organization asked you to list all the things you wanted to accomplish in the foreseeable future, how would you respond? I'm Jerry Roberts and we'll explain a brilliant concept from the legendary Warren Buffet, one that we all can use. That's next on The Extra Point.

As the story goes, Warren Buffett sat down to talk with his pilot of 10 years, Mike Flint. He wanted to discuss Flint's career goals. Buffett smiled and said, "The fact that you're still working for me tells me I'm not doing my job." Buffett knows that a good manager is one who helps his workers develop and advance on their goals. He asked Flint to perform a simple exercise, based on what Buffett calls his 5/25 rule.

First, you list the 25 things you want to accomplish in the foreseeable future. This could be anything, job-related or otherwise. The only limit is your imagination. Second, you rank these items in order of importance and circle the top five. Most people can come up with 25, but have trouble choosing the top five. Flint managed to get through it all and handed it to Buffett, all 25 listed and the top five selected, who then responded, "I see the top five, now what are you going to do with the remaining 20 items?"

Flint replied, "The top five are my primary focus but the other 20 come in at a close second. They are not as urgent but I still plan to give them dedicated effort." He said he would work on those as he could while pursuing the five priorities. Buffett shot back: "No. You've got it wrong. Everything you didn't circle just became your 'Avoid-At-All-Cost list.' No matter what, these things get no attention from you until you've succeeded with your top five." Flint was stunned. Would you be stunned?

There has never been any time in history when

it's been more important to be able to make choices and stick with them. Almost all of us suffer from the "bright, shiny object" syndrome. We're following a path and then see something new and then we go do that. Pretty soon, we see another shiny object and we start chasing that one. On and on it goes.

The reality is that our attention is under attack as never before. We have too many options and there are more coming after us every day. We're also afflicted with FOMO, the fear of missing out, and because we think we have to be involved in everything, we lose track of what we say is important.

So many choices and it's unlikely that will change any time soon, if ever. In fact, our options are likely only going to expand as we advance further into our careers.

Our odds of success improve when we narrow our focus and follow one path, become proficient with it, then pursue the next thing. Trying to do too many things at once can lead to success in nothing. Tough as it may be to consider, the realistic chances that we'll do well with items outside of our top five, are slim. Very slim. More likely, they'll only serve to distract us from our main goals.

What's your 25? Then, what's your top five, in order of priority? Can you choose? Can you choose? Then, can you stick with them?

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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