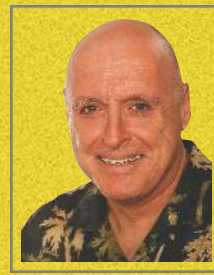


THE EXTRA POINT

BY JERRY ROBERTS



1188 Is it the “One Thing” for 2023 or Will You Diversify?

Is it better to try to build success by focusing on one path at a time, or is there a significant advantage to simultaneously balancing several ventures? I’m Jerry Roberts, and as we’re only 60 days away from 2023, let’s see where we are and where we’re headed. That’s next on The Extra Point.

Success is built sequentially; it’s one thing at a time, so say Gary Keller and Jay Papasan, in their book *The One Thing: The surprisingly simple truth behind extraordinary results*.

Keller and Papasan note that a lot of people have a keen interest in many things. They try to be good at all of them.

For example, let’s say you want to learn to play the guitar, become a triathlete and compete in major events, write a book, and pursue an advanced degree in economics. As a bonus, you also want to be a chef. All of these desires are good. So what’s the reality?

The reality is that is that if you pursue all of those at once, you’ll likely become competent at most of them, if not all; but it’s also a virtual certainty that you’ll give up any chance of becoming extremely good at any one.

Diversification is a great thing to pursue, if you have the resources — financial and human — to make it work.

Unfortunately, too many people attempt to diversify without the necessary resources, and it almost never leads them to where they think they’re headed.

I’ll tell you a personal story that highlights this. In the 1990s I returned to Guam from living in the mainland, and began producing large-scale events. Business expos, home shows, a big restaurant tasting, and a wedding show. All were profitable.

We added Directions magazine, then started a training company, both in the same year. We

led the market in all three businesses, but life became a blur of deadlines. We made money, kept everybody on the payroll, and lost track of a vision that would have resulted in growth.

When I did come to grips with the issue, we stopped doing events, which improved results with the magazine and training.

An old Russian proverb reads: “If you chase two rabbits, you will not catch either one.” I had been chasing three rabbits. Today, I’m down to one rabbit, Guam Training, and that’s allowed me to grow my skills and be more valuable to my clients. That wouldn’t be possible if my attention was still divided.

Authors Keller and Papasan say: “If you want to make long-term changes in your life, choose one thing and focus your energy on being phenomenal in that area.” This goes whether you own a business or work for someone else.

The question is this: If you gave your complete job/career focus over to one direction, one path, one choice, could you be “phenomenal”, or world-class? Could you be recognized as the best at what you do?

If there’s a department full of people who perform the same job you do, what would it take for you to be thought of as the best?

What would you have to do to be at the level where your boss would think, “The last person I want to see walk out of here is him/her?”

Let me toss in one more factor. There is also a degree of risk in limiting yourself to the one choice. Some people worry about that risk, so they add the second option. It’s a difficult decision, but one that is critical to make.

2023 is going to be interesting. Some people predict a tougher year than 2022, while others have guarded enthusiasm. How do you see things playing out? (Con’t.)

THE POINT
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GUAM  TRAINING

Will you have a laser focus on the one thing,
the primary job or business; or will you have a
side hustle or other form of diversification?
Have you put a plan into writing?

We're two months away from the new year.
Which way are you going to go?

That's the Extra Point. Be responsible and
make something good happen today. For 93.3
and the Ray Gibson Show, I'm Jerry Roberts.

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For information on training and consulting
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