

# **THE ONE THING**

## **The Surprisingly Simple Truth Behind Extraordinary Results**

**GARY KELLER with JAY PAPASAN**

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The Web site for this book is at [www.the1thing.com](http://www.the1thing.com)

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**MAIN IDEA**

The real key to achieving more in your career, with your business and in your personal life is to narrow your focus and concentrate on the One Thing which will deliver the most value. Extraordinary results come when you focus.

*"The way to get the most out of your work and your life is to go as small as possible. Most people think just the opposite. They think big success is time consuming and complicated. As a result, their calendars and to-do lists become overloaded and overwhelming. Success starts to feel out of reach, so they settle for less. Unaware that big success comes when we do a few things well, they get lost trying to do too much and in the end accomplish too little. Over time they lower their expectations, abandon their dreams, and allow their life to get small. This is the wrong thing to make small."*

– Gary Keller and Jay Papasan

As counterintuitive as it may sound, the key to achieving more is to consciously try and do less things, not more. You just make certain the things you are focusing on are those which count the most – which deliver the greatest value. Find ways to eliminate all the busy stuff which soaks up your time and attention and you'll have less stress and more time for what really counts.

To achieve more, think big but go small. Figure out what the One Thing which delivers the most bang for your buck is and do that alone. Less really is more when it comes to getting things done.



What's the ONE THING I can do right now – which will make everything else easier or unnecessary?



**1. The Six Lies About Productivity** . . . . . Pages 2 - 3

There are six common myths which are really misunderstandings when it comes to being more productive. See these lies for what they are and you start on the path to doing more.

- |   |                                       |
|---|---------------------------------------|
| 1. Everything matters equally           | 4. Willpower is always on "will-call" |
| 2. Multitasking is a good thing         | 5. You can achieve a balanced life    |
| 3. You must be "disciplined" to succeed | 6. Big is bad, and to be feared       |

**2. The ONE THING System For Getting More Done** . . . . . Pages 4 - 6

To achieve extraordinary results, you have to focus on one question and three concepts:

What's the ONE THING I can do right now – which will make everything else easier or unnecessary?

- |                                  |
|----------------------------------|
| 1. One Thing always matters more |
| 2. Success is sequential         |
| 3. Success always leaves clues   |

**3. How to Achieve Extraordinary Results.** . . . . . Pages 6 - 8

Delivering extraordinary results is a six step process:



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