

# THE POWER PLAY OF THE WEEK

Shareable action-oriented ideas to help grow your business  
and your leadership team.

## THE PLAY OF THE WEEK

I want to share something my business coach noticed about me 15 years ago.

She made an interesting observation: my best ideas came when I was distraction-free and in motion.

We're the most connected but least connected generation of our time. We're surrounded by WiFi everywhere, but the best ideas don't need WiFi.

Let me say that again: **the best ideas do not need WiFi.**

Investing time in thinking will set you apart from the crowd.

---

## GET ON THE ICE

Here are five ways to make thinking time work for you:

1. **Start Small:** Work in 25-minute blocks. I love using my Pomodoro timer and [Focusmate.com](https://www.focusmate.com/). Put your phone away - that's the hardest part, but it's essential.
2. **Go Airplane Mode:** Either put your phone in airplane mode or don't bring it. Remember, the world won't end in 25 minutes.
3. **Change Your Environment:** We can only create to the level of our environment. Go to the library, a coffee shop, or even sit in your parked car. Just get out of your usual space.
4. **Focus on One Question:** Don't try to solve ten problems. Pick one question for your 25 minutes. Maybe it's your two-year vision or how to bring in extra revenue in 30 days.
5. **Work Like It's 1985:** Use pen and paper. There's something powerful about writing by hand - just look at what the highest performers do.

---

## QUOTE OF THE WEEK

*"The best thinking has been done in solitude. The worst has been done in turmoil."*

— Thomas A. Edison