

Finding Focus When Everything Feels Urgent

A practical guide for when everything competes for your attention at once.

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You're not scattered. You're seeing everything at once.

When everything feels important, it usually means you are aware, responsible, and trying to do right by the work in front of you. The problem isn't that you care too much. It is that your attention is being demanded from too many directions simultaneously.

This guide isn't about ignoring responsibilities. It is about learning how to choose what comes *first* without guilt or panic.

Focus is not denial. Focus is simply understanding sequence.



Sequence vs. Importance

In business, everything connects—income, clients, stability. So everything feels important. But "Important" does not mean "First." Some things matter because they are foundational; others matter because they are the result.

In The One Thing, Gary Keller suggests that success is sequential, not simultaneous. You line up the dominoes, then you tip the first one.

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Instead of asking, "What is most important?" ask, "What needs to happen first for the rest to make sense?"



Urgency vs. Priority

Urgency speaks loudly. It creates pressure, noise, and emotional weight. But many urgent things are reactive (emails, notifications), while priorities are intentional (strategy, sales). Just because something is loud doesn't mean it is leading.

The "Eisenhower Matrix" famously separates tasks into four quadrants, proving that "What is urgent is seldom important, and what is important is seldom urgent."

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Notice what is urgent, but choose based on what moves the business forward, not just what shouts the loudest.



The Parking Lot

Responsibility often gets confused with constant attention. You feel like if you care about a project, you must touch it today. But you can care about many things without working on all of them simultaneously.

Productivity expert David Allen (GTD) advocates for "Someday/Maybe" lists to safely store ideas so your brain can stop worrying about forgetting them.

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Create a place to "park" what matters but isn't first. Trust that writing it down allows you to return to it later.



Focus Is a Practice

Some people appear naturally focused. That doesn't mean they are. Focus is something you return to, not something you possess permanently. It changes with seasons, capacity, and context.

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You don't need to be a "focused person." You just need a way to reorient when things feel scattered.

A Simple Way to Find Focus

You don't need a complex framework. When everything feels loud, ask yourself:

1. **What would remove the most friction right now?**
2. **What creates clarity for everything else?**
3. **What, if left undone, would make the rest harder?**

In Practice: The "Tuesday Morning" Traffic Jam

The Scenario: You have an angry client email, a proposal due tomorrow, and a new marketing idea you are excited about.

Applying the Filter:

- **Friction:** The client email is draining your energy.
- **Clarity:** Finishing the proposal clears your schedule.
- **Consequence:** The marketing idea can wait a week with zero penalty.

The Move: *Reply to the client to remove the friction. Then finish the proposal. Save the idea for Friday.*

You are allowed to choose calm.

Choosing focus isn't about control. It's about care. When you decide what comes first, you aren't neglecting the rest. You are protecting your capacity to handle it well.

Clarity doesn't eliminate responsibility. It makes responsibility manageable.

If you feel stuck in the overwhelm, you don't have to figure out the sequence alone. I can help you filter the noise and find your next step.

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