

# Maintaining Focus

## The Scientific Application of Affirmations

Unlike our desktop, laptop, and handheld computers, few of us mere mortals are capable of maintaining the level of multitasking that modern life demands. Concentrating on more than one thing at a time often results in poor performance on all fronts. How often have you forgotten to pick up the bread or the dry cleaning on the way home because you were thinking about an over-stimulating day at the office? Given our propensity to forget and the stimulus overload we face on most days, how you wonder, can you simultaneously focus on multiple goals, each associated with a different aspect of life?

Paradoxically, the answer is DON'T CONCENTRATE on the goals. Concentrating is a conscious activity, and our conscious minds are not designed to handle multiple complex tasks in an optimal manner. If you had to depend on your conscious mind for ordinary bodily functions like breathing, blinking, or pumping blood through your body, how long do you think you would last? Have someone toss you a ball. (I suggest a nerf ball for this exercise to insure no one gets hurt.) Rather than allowing your body to automatically catch it, try to do it consciously. Concentrate on exactly how much effort you should use to lift your arm, open your hand, focus your eyes, and coordinate the many other actions you need to do this simple task successfully.

Concentrating or focusing on multiple goals is just as confusing as trying to consciously catch the ball. Moreover, this fragmented thinking can be depressing and damaging to your self-esteem and attitude. If you are constantly focused on where you want to go or what you want to be, you are subconsciously telling yourself that you are not good enough in the here and now. If you are focused on all the things you need to do to reach your objectives, the sheer volume of work ahead of you will be overwhelming.

Instead, why not use the same subconscious mental powers to achieve your goals that you so fluently use to manage all the complex aspects of your body's functioning. You have grown from an infant to an adult without consciously focusing on everything that needed to be done. Once you have learned the basic skills, your mind and body take you through many complex daily tasks—bicycling, driving, reading—without conscious thought of every detailed action required for these routines. Consider the possibility that progressing from where you are in your career to where you want to be can be done the same way. For that matter, why shouldn't this system apply to achieving the goals in every aspect of your life?

This is not to say that you can succeed without some conscious thought and effort. Maturing from infancy to adulthood did require conscious effort to eat and study, for instance. Learning to read required mastery of the mechanics of phonics, word meaning, and sentence structure. So, too, focusing effectively on your goals—whether they are related to your career or personal growth—requires mastery of a simple, conscious technique to focus your subconscious mind on achieving your desired objectives. The solution is to use “affirmations.”

Affirmations are simple, positive, present-tense statements that put your visions into words. Effective affirmations have two parts, the primary statement followed by a defining phrase. They express ideas as realities.

Example: I am healthy, providing myself the rest, nutrition, and exercise necessary to maintain my physical and mental well being.

“I am healthy” is the primary statement: simple, positive, present tense. The balance of the affirmation is the defining phrase. This element serves as a reminder of the actions necessary to realize the primary statement.

Affirmations work by programming into your subconscious mind the reality you wish to achieve. By repeating your affirmations daily, you focus your powerful subconscious mind on the task of manifesting your desires. The tricky part of mastering this technique is learning to go with the flow and consciously take the actions your subconscious suggests. As an infant, you accepted the food your parents fed you. As a student, you accepted the theories you were taught. To successfully use affirmations, you must be willing to become more intuitive—paying attention to and acting on your instincts—and less intellectual, trying to consciously figure everything out.

Develop an affirmation for each objective you would like to achieve and discover the powerful effect being focused has on your progress.

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