

## Notes & Additional Resources - Focus & Excellence

“How we deploy our attention determines what we see,” Anne Treisman – Prof. Princeton University

“Information consumes the attention of its recipients, therefore a wealth of information creates a poverty of attention,” Herbert Simon, Nobel economist... A poverty of attention results in a lack of focus, and thus diluted excellence.

“Mind’s Limit Found: 4 Things at Once,” Clara Moskowitz [LiveScience](#), April 27, 2008

“The most precious resource in a computer system is no longer its processor, memory, disk or network, but rather human attention,” Carnegie Mellon University researchers David Garlan et al., [Pervasive Computing](#), 2002

“About half of a humans thoughts are daydreams,” Eric Klinger [Handbook of Imagination and Mental Stimulation](#), 2009

“Imagination is more important than knowledge,” Albert Einstein [What Life Means to Einstein](#), 1929

“Perhaps we should consider that when our thoughts wander, rather than wandering *away* from what counts, we may be wandering *toward* something of value,” Kalina Christoff Brain Research, 2012

“Benefits come from adjusting your execution over and over to get closer to your goal, rather than mechanical repetition,” Anders Ericsson [Florida State University](#) on the 10,000 hour rule of thumb. “You have to continuously tweak, allowing for more errors at first. Also, focused attention gets fatigued and as such world-class competitors in any discipline typically limit arduous practice to no more than about four hours a day.”

## Suggested Additional Resources –

- Daniel Goleman, FOCUS The Hidden Driver of Excellence. New York: HarperCollins, 2013.
- Thomas Davenport and John Beck, The Attention Economy: Understanding the New Currency of Business. Boston: Harvard Business Review Press, 2002.
- K. Anders Ericsson, ed., The Road to Excellence: The Acquisition of Expert Performance in the Arts and Sciences, Sports and Games. New Jersey: Erlbaum Associates, 1996.
- Eugene Gendlin, Focusing. New York: Bantam Books, 1982.
- Jon Kabat-Zinn, Wherever You Go, There You Are. New York: Hyperion, 2005.
- Daniel Kahneman, Thinking, Fast and Slow. New York: Farrar, Straus and Giroux, 2013.