



# VALUE vs. FORCE™

a new way to *be* in business

## The Power of Focus

### Definition of Focus:

*"Magnify; to exaggerate; a central point, as of attraction, attention or activity.  
The state of maximum distinctness or clarity."*

A Senior Scientist from Hughes Aircraft was once asked, "what is the difference between a genius and a regular person, like myself?" The answer to this question opened an enormous understanding of our potential as human beings as I was beginning a consulting career. His answer was, "according to Einstein, it is the ability to concentrate, the ability to focus."

The common thread throughout all the teachings we offer and the new teachings in development now by Value vs Force™ Educational Series have at their foundation our focus to reveal the untold secrets on effectiveness and productivity. The Power of Focus introduces and validates a direct path to our full potential, creativity and genius. Imagine applying our full-out potential in our business building activities! Our perspectives and our processes shift organically according to each situation with remarkable speed and influence. Objectives will be reached and a freshness of our approach to new client development will become a new normal. Focus is the key to enhancing, enlarging and producing the results we no longer need to struggle to accomplish.

*When asked what is the difference between a genius and a regular person, Einstein said, "it's the ability to concentrate, the ability to focus."*



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