



Medium

“Why We Need to Understand The Law Of Diminishing Return In Order To Slow Down”

With Ashley Graber and Dwain DeVille



It's not just being in THE moment, but in YOUR moment. There are a few things I'm selfish about and time is one of them. I apply the 80/20 rule to life in that I try to do what I'm most passionate about 80 percent of the time and the stuff I have to do the rest. It's not always “jumping up and down” passion but the “holds my attention” passion. There's a difference.

Mindfulness requires a bit of selfishness in terms of owning our schedule. Success in business requires we live by a schedule, and we sometimes tend to follow our schedule much like Ron Burgundy mindlessly reading whatever is on the teleprompter. A client recently asked me how to begin taking a week off here and there or long weekends for family time, and my response was simple—write it down on your calendar IN INK.



According to a 2006 [Pew Research Report](#), 26% of women and 21% of men feel that they are “always rushed”. Has it always been this way? Can you give a few reasons regarding what you think causes this prevalent feeling of being rushed?

Our state of being rushed has been somewhat of a societal progression. As a gray-bearded member of the generation that served to bridge technology, I can remember when there were pagers, then car phones followed by smartphones with the ability for voicemail, email and text. Each phase increased both the amount of relative data hitting us as well as its pace, while equally reducing the subsequent response time expected from each of us.

In other words, we’re either in a state of FOMO or being pushed as more and more we allow background noise, and clutter serves to divert our focus from the present.

Can you give examples of how people can integrate mindfulness into their everyday lives?

When meeting with someone, leave your phone in the car or turn it off. I heard Simon Sinek say that when going to dinner with friends, someone serves as the designated phone holder—meaning they are the only one to bring theirs into the restaurant in case it’s needed. This way, everyone can better be in the moment.

Also, remember that if you’ve put yourself in this environment, i.e. meeting, lunch, motorcycle ride, then it’s incumbent upon you to truly experience it. Otherwise, why did you schedule it?