The One Thing: The Surprisingly Simple Truth Behind Extraordinary Results

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Suitable for those seeking more results across all areas of life through focus, "The One Thing: The Surprisingly Simple Truth Behind Extraordinary Results" is 183 pages long and it has three parts. A quick and objective reading, where at each end of the chapter you will have a board of new ideas to guide you in your life.
The author uses dominoes to simplify what their next steps should be like. The work was a bestseller in its release year and has appeared on the world's top lists, "The New York Times", "USA Today", and "The Wall Street Journal", America's most reputable investment journal. In this book you will learn that focusing on too much doesn't bring extraordinary results. The method the book goes through teaches you how to knock down one domino at a time and give each one your best. A process that seems slower but will help you get results faster through good decisions.

Score

9

10 Aplicability
9 Inspiration
8 Innovation
8 Impact on results
9 Structure

Main ideias of the book

- **The one thing** can be a person, a situation, a product. Focus on it;
- Equality is a lie; in your priorities, not everything deserves the same attention;
- Simplicity in actions brings great results; the more useless tasks you put on a list, the more useful ones are left behind;
- Apply your willpower consciously; if you try hard not to eat something you like for lunch, for example, you will lose energy when you use that force in something really important;
- Goals are like dominoes: imagine in the game, where each piece has the strength to knock down the other; this is how we achieve small goals to reach the biggest of all;
- Partnering with a coach helps you be accountable for your goals and not a victim of circumstances such as business crises.

For whom is this book suitable?

The book is indicated for leading people, entrepreneurs, financial investors, and early-stage entrepreneurs. If you want to double results by doing simple and fast things, this is for you.

Overview of the book

The focus of the book requires your focus!

In the author's view, finding your first and only goal will guide you to great achievements: double results, get promoted, and be a better person. It all started when Gary Keller, the writer, stepped down as CEO of Real Estate and delegated his duties to fourteen employees. He directed new employees to focus on one goal at a time, which he didn't do as head of the company.
The company doubled the results, Gary had a better quality of life once he decided to focus on himself first. He describes how he did what had to be done, even if it was painful. The game of domino is one of the symbols of the work: the fall of the pieces represented the completion of objectives, one at a time, without haste.

> *It takes a few days for a discipline to become a habit. When you start doing the right thing, the chances of aiming exactly at the target grow and success becomes routine in decisions.*

The Lies That Tell Us That Keep Us From Success

In the first part of the book, Keller & Papasan highlight the six lies that separate you from success:

1. Everything has the same value and requires focus proportionally;
2. Multitasking people are successful;
3. Discipline in all areas of life;
4. Willpower never passes;
5. Balance is everything;
6. Big dreams are not for everyone.

Equality in priorities

In various graphs, the authors show the concept of the '80/20 principle'. Little effort, and a great result. That's right! Set your goals, but apply little effort to those that don't matter most. Investing in the right thing, even for a short time, yields the most results. In your to-do list, define what you can do and what you MUST do. The obligation to perform shortens the path to the goal.

Trying to do everything at once

Tasks done at the same time don't mean tasks delivered with mastery. A natural feeling that crosses many professionals' minds is that the more work I can do in less time, the more recognition I will receive. Wrong!
The authors highlight how distractions in an office are considered work and move us away from the real goal. We have the impression of mastery, but we are just going crazy and sharing attention. The work that will lead you to the dream deserves respect. Respect it.

Discipline in life

For the authors, it takes a few days for a discipline to become a habit. When you start doing the right thing, the chances of aiming exactly at the target grow and success becomes routine in decisions.

Full-time willpower

Many people have a habit of complicating things. How many times do we choose the most complex path, thinking we will be rewarded for so much effort in the end? During this process, we apply a lot of our energy.
The authors describe this wear and tear and point out that it can take our energy and focus from what is really important, which wipes out our willpower when it is needed. And it is not always available to us. To prove this, a peculiar test is applied to prove our notion of effort and reward. Do you have the ability to wait a considerable time for what you dream?
The tip is to choose the best time to produce with willpower. In this chapter, good ideas direct the reader to break their routine well and have high productivity. The authors point out what may be taking away your willpower and you don't even realize it.

Balance is paramount

The book disagrees with the importance of a balance in life. They treat it as one of the lies that has been passed on and we believe, causing important decisions to be made based on a concept that is boring to them.
The idea is that everything needs to have its time, and some are more demanding than others, so balancing is impossible. Choose what matters most and devote most of your time to it.

Thinking big is bad

Keller and Papasan point out that great achievements require a lot of time, and this is where many give up. The authors bust this myth. With thinking in the right place and doing short and important activities, the results progress easily. It all has to do with what these dreams can make you in the present and the future.
Dreaming of the right thing is the first step to big decisions. They will laugh at you, but you will see who arrives first. Don't limit yourself to what is in front of you and imagine every day who you will be in some time from now. Have goals and don't mind failures.

The Simple Road to Productivity

Success comes from certainty. And one of them is understanding that where you are now is necessary. For the authors, your only thing is a simple truth that is waiting to be discovered. Connect the dots, separate your time well!

The blocks of time

The tip is to split your days into blocks, and during those hours give your utmost in productivity to build your dream. Take this time for your goal, but also relax at other times. Create in one period, run and review in another. Organization is everything! Take a spreadsheet or calendar and learn how to share your days with important goals.

> *It all starts with the desire to do something.*

To the authors, it's like magic to masterfully achieve your goal. When setting your time blocks, protect them! Don't let anything make you lose your focus while working at the time you set. Respect yourself and the time you set to reach your goal. There are three commitments to your ONE THING:

1. Follow the path of mastery;
2. Change from “E” to “I” (from Entrepreneurial to Intended);
3. Live the accountability cycle.

The Entrepreneurial mode is the natural way of doing things while the Intended way is the one related to improving the execution of tasks. "How can I do it better?" would be the guiding question for the "I" mode.

The focus questions

The authors bring up the secrets of years of research. For them, just one question can change their overall performance and come up with the right answer. In this chapter, you will find out what your only attitude will transform all others.
A model, such as a mantra, will be presented to the reader. For the authors, “focus questions” can be applied in all areas of life: finance, work, spirituality, business, relationships, and health:

“For my business... .what is the one thing I can do to improve my business?”

Swap the last words, and find out the formulas.

Revealing the Possibilities Within You

Is your priority taking you to the finish line of success today?
In this excerpt, Keller & Papasan compare whether your priority is matching your productivity.
Intention, priority, and productivity are pillars aimed at achieving above average results. If this were a mountain, the peak would be your productivity and base, how much you want to do the ONE THING. Halfway is how much you put it first in your life.

Live with intention

It all starts with the desire to do something. Out of will comes action, which determines productivity. Some challenges come along when our thirst for conquest is never enough and becomes a “bottomless basket”: the more we fuel, the more we want. Perspective that leads to failure. So, be intent on being happy first. The feeling comes along in the way.

The power of purpose

Going with a purpose helps you in happy times but also when life is the hardest: in the end, you will always remember why you have perseverance. Find out what is your big WHY going through complicated moments and joy.

Live with priority

For authors, there will always be what you MUST do. This answer will guide you to your ONE thing. Prioritize what is really important to your goal. Desires and dreams without priority are not fulfilled. Don't waste time and set goals now, think of a good deadline! And they will work together. Use the focus questions and dates to complete your goals.
On page 118, Keller & Papasan's tip is: “connect your always with all of your tomorrows”. After that, the last step is to always write down and remember your answers: your present and future. Your ONE thing.

Live with productivity

Do not confuse productivity with multitasking. Being a high-income person involves focusing on one thing at a time, and each thing becomes SINGLE. Total focus, extraordinary results.

The four thieves

For the authors, we are robbed daily by these four thieves:

1. Inability to say no - There is no way to please everyone, so you will always be someone's no. Learn to deny what will not help you.
2. Fear of Chaos - There will be confusion during your journey. But fear not! It's required for learning and you'll get stronger at the finish line.
3. Poor habits and health - You need the energy to have the spirit and willpower to focus on the right thing. If you don't take care of your body and soul, you will be robbed halfway through weakness, moodiness, illness...
4. The environment doesn't support your goals - Ignore distractions. If to achieve your dream you need to be in a place with bitter and unhappy people, do not get contaminated! Escape from this thief by focusing on the ONE thing.

The journey

Think of the grand life you want. Once you have done visualizations, your one thing will start to appear. Imagine your salary has tripled and focus on it. One advice from the authors is not to live a life of regret until your one thing has come. Don't be the person who "wanted to" or "would" do that, do it, want it now!
Success starts from the inside out. You yourself are your first domino to start the journey. Bringing down your useless wills, the strength for what matters is inevitable.

What other authors say about it?

In the book "Focus", Daniel Goleman argues that practice only brings you closer to perfection if done intelligently, if the person practicing it takes this time to make adjustments and improvements. How much attention you pay during practice is crucial.

In “Deep Work”, author Cal Newport presents the benefits of acquiring focused work — activities that require a great deal of concentration. Since it is a valuable thing that will help you achieve success in life

Finally, in the book “The Secret to Peak Productivity”, the author presents the system of “Maximum Productivity Pyramid” that teaches how to organize from the space where she works until she knows what matters most and how to get closer to her life goals.

Okay, but how can I apply this in my life?

You are almost ready to delve into "The One Thing". How about remembering some important ideas before buying the book?

- Start by abandoning certain ideas you have about what is a successful routine. Not always who is multitasking or who has a life that seems balanced will have the best results;
- Apply little effort to great things;
- Discover your dominoes that need to be knocked down every day.
- Useless tasks being completed delay the completion of important goals; set priorities and second places in your life;
- You will not always have the willpower when you feel that you are with it, use it for big goals;
- Create your time block; set aside key times to work on your one thing and protect those moments without interruption;
- Be responsible for your decisions;
- Ask focus questions daily for areas of your life
- Use the pillars of intention, priority, and productivity;
- Dodge the robbers who steal your energy;
- Define your purpose first of all.

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