



mhca's e-Newsletter

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## Accelerate Focus with 15-Minutes Systems

*A Guest Article from Neen James*

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Have you noticed your patients are more tired than usual? Do you find yourself suffering with Zoom fatigue from staring at the screen all day? Ever have days you feel like you can never get it all done? Have you ever sighed to yourself and said, 'there are never enough hours in the day'?

I see you. You are not alone.

Everyone we chatted with in the past month is experiencing a level of virtual exhaustion we haven't experienced before. To move your priorities forward, stay present in your conversations (at work and at home) and decide to look at time and attention differently.

**You don't have time to do everything; only to do what matters.**

Breaking the 1,140 minutes you have each day into 15-minute increments will help you get more done and focus your attention on who and what matters each day. Fifteen minutes is key to productivity. Have you noticed no one seems to have an hour anymore? Time is a precious currency for us in the mental health space. Taking action in 15-minute segments for operational activities, including answering email and hosting virtual meetings, helps improve your productivity and assists your team.

**Want to be more focused each day? Try these 15-minute strategies:**

**Pay attention.** We frustrate others when we're constantly distracted by email and phone. The best investment you can make in someone is giving them your undivided - not multitasked - attention. Have you noticed we're making technology more important than people? We don't mean to, but we see it at

work and at home. Turn off your devices and focus on the person in front of you. In Zoom calls, turn on your camera and participate in chat. Engagement is our greatest gift. Giving undivided attention makes people feel they matter.

**Say no.** It's the most productive word you can ever use. It's better to say 'no' if you're unsure. We have a mantra in our office that says 'if it's not yes, it's no' – simple. No is a complete sentence.

**Choose three strategies.** Write three not negotiable actions you want to accomplish each day on a post-it note and carry it with you. This serves as a constant reminder and becomes your decision filtering system to help you prioritize your priorities.

**Conduct 15-minute “tele coffees.”** What is a tele-coffee? You make a coffee, and I make a coffee, and we chat on the telephone...or maybe even Zoom. Host these virtual meetings complete with agenda items and follow-up measures. We need to look for creative ways to build relationships in our virtual world when we don't have coffee dates or lunch appointments. People will give you 15-minutes, but maybe won't invest an hour. Many will tell you they are 'too busy'.

**Get off the grid.** Take breaks from technology. Occasionally remove yourself from your email and the minutiae that can drain your focus and energy. Refocus on the big picture, your deliverables, and your strategy. This is vital. We've become attached to our devices, email, and social media. We all need time to complete our thoughts and to find creative solutions to serve our team and our patients. This is a powerful way to re-energize.

**Have a conversation with someone who matters to you.** Call your mum if she is still on this planet, or someone that has been a big influence in your life. People want to know they matter.

**Make interactions meaningful and make them matter.** We are in the attention business. People come to see us because they need our time, attention and guidance. It is often the small choices we make that create the biggest impact on those we serve.

So excited to meet you all in Clearwater (in-person and online). Let's connect in advance - follow my adventures on Instagram, connect on LinkedIn or find out more at [neenjames.com](http://neenjames.com)!

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**Neen James** is a leadership expert who delivers high-energy keynotes that challenge audiences to prioritize focusing on what matters most in their work and lives. Understanding that attention and productivity can only come after clarifying focus, audiences leave Neen's keynotes with the practical strategies they can then apply personally and professionally to get them where they want to be. Don't miss her session, *Attention Pays™: Drive Profitability, Productivity and Accountability*, at 10:30 am ET

during our Winter Conference. Make sure you and your team are **registered to join us** in Clearwater Beach, or online.

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