

## The Four Distractions

*Most of us think we have a strategy problem. We have an attention problem.*

If you've ever set goals, chased clarity, or tried to get your life moving in a new direction — you already know: the hardest part isn't deciding what to do next. It's **keeping your attention** on what truly matters long enough to make progress.

There are **four main distractions** that quietly pull us off course. Each one feels reasonable, even responsible, yet each makes it harder to stay fully present.

### 1. The Past

We replay old stories, wondering what might've been. Reflection can teach us, but **rumination** traps us. Growth means learning from the past without letting it keep the wheel.

### 2. The Future

We dream, plan, and predict, but endless “**what ifs**” blur out “**what is.**” The best way to meet the future we want is to show up completely in the moment we're in.

### 3. Them

We watch what others are doing — competitors, colleagues, friends, strangers. But comparison whispers that we're behind or not enough. Focusing on “them” **steals energy from creating** a life that's our own.

### 4. Me

This one's delicate. We get caught in our self-image, seeking approval, doubting ourselves, measuring every move. When “how am I doing?” gets louder than “what matters most?”, our direction drifts.

**Leadership** - of **teams** or simply of **your own life**, begins when attention shifts from self-consciousness to purposeful presence.

### Reclaiming Attention

True progress doesn't come from figuring everything out. It comes from learning to notice where your focus goes and bringing it back to what truly matters.

If you'd like the **practical framework** and daily tools for working through these four distractions, you can request the full guide here at [beth@bethcamprubi.com](mailto:beth@bethcamprubi.com) for the *Practical Framework for Life and Leadership*.

Connecting dots....

*Beth Camprubi*