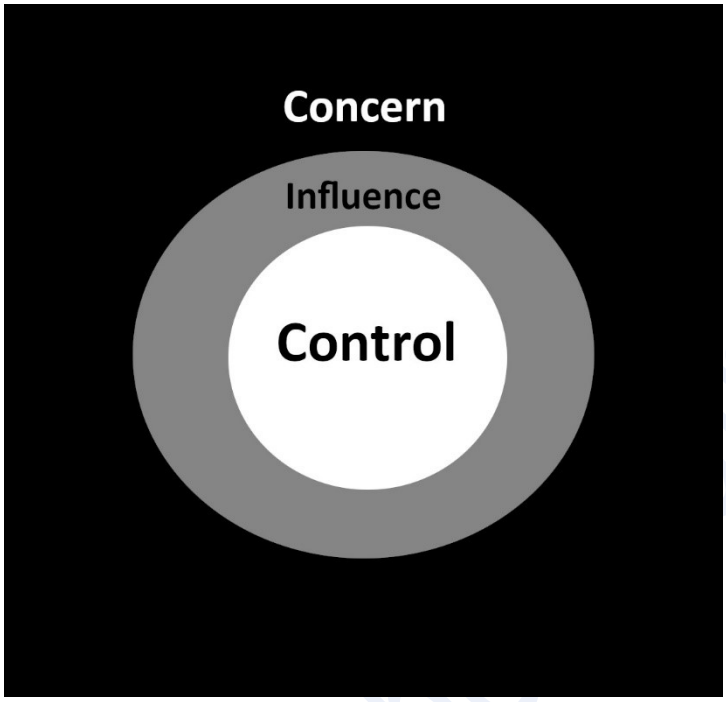
SCINTILLA

THE ULTIMATE GUIDE TO GENERATING

BUSINESS IDEAS, PRODUCTS, AND SERVICES

Extras

ROBERT GAINES



The Circle of Control: A *Scintilla* supplement

Stephen Covey's seminal book, "The 7 Habits of Highly Effective People," introduced a concept involving three circles. The wisdom of it wasn't immediately apparent to me. In time, when applied you'll see the positive effects as I did. It can improve your focus, time management, and increase your effectiveness. When practiced with diligence it can block clouds from casting shadows on your thoughts. As you learned in *Scintilla*, a mind free of clutter can be turned into a problem-solving machine. You will see it can also lead to better interactions.

The Circle of Concern

The outermost circle, the Circle of Concern, encompasses all the things that one cares about but has no direct control over. This includes global events, societal issues, and other people's actions and opinions. These matters may evoke strong emotions and opinions However, dedicating time and energy to them often leads to frustration and a sense of helplessness. Time spent in the Circle of Concern is essentially wasted, as it diverts attention from areas where one can make a tangible difference.

Begin to notice the sources that are feeding you a constant supply of concern. Social media is a frequent culprit but even traditional media outlets are guilty. Fear and panic help grab a lot of attention and even a little of it is too much. Consider sharing this with people you communicate with the most. Try to help each other turn off the tap of distractions.

The Circle of Influence

This might involve relationships with family, friends, and colleagues, as well as community involvement and professional development. By focusing on these areas, individuals can exert influence to drive positive change, albeit indirectly or partially. The goal is to expand one's Circle of Influence by building trust, developing skills, and fostering meaningful connections. Instead of passing around viral clips and memes, make a real connection with the people around you. Take the time to put effort in meaningful communication.

The Circle of Control

This includes all the factors over which an individual has direct control. Your thoughts, actions, behaviors, and decisions. By focusing on these controllable aspects, individuals can effectively manage their responses to external circumstances and make progress in their goals. The Circle of Control is the most empowering area, as it represents the realm where personal agency and responsibility are maximized. Be discriminatory in your consumption. If the information presented to you doesn't contribute to where you are going in life turn it down or turn it off.

Expanding the Circle of Control

To expand one's Circle of Control, Covey suggests several practical strategies:

1. **Self-Awareness:** Understanding one's strengths, weaknesses, values, and motivations is crucial for making informed decisions and taking purposeful actions.
2. **Proactivity:** Instead of reacting to external events, proactive individuals anticipate challenges and opportunities, and take initiative to shape their outcomes.
3. **Continuous Learning:** Developing new skills and knowledge enhances one's ability to influence situations and adapt to changing circumstances.
4. **Building Relationships:** Trust and collaboration can extend one's influence, as strong relationships often lead to greater support and shared resources.
5. **Setting Goals:** Clear, achievable goals provide direction and motivation, helping individuals focus their efforts on what truly matters.

The Downside of the Concern Circle

Conversely, time spent in the Circle of Concern is counterproductive. It can lead to anxiety, stress, and a sense of powerlessness, as individuals fixate on issues beyond their control. This misplaced focus detracts from their ability to effect change in areas where they genuinely have influence and control. By shifting attention away from the Circle of Concern and toward the Circles of Control and Influence, individuals can cultivate a more positive outlook and a greater sense of accomplishment.

Summit to Pinehurst

Make it a Group Effort

Implement the following with the closest people in your social network. Share this *Scintilla* Extra so you can each help one another increase the impact of your time.

- **Discuss Priorities**: Have open conversations about what matters most to each person.
- **Determine Sources of Distraction:** Learn from each other where the least productive material comes from and make a commitment to reduce it.
- **Apply a Time Constraint:** What each other's most productive time of the day? Make a commitment not to send frivolous things then.
- **Recruit Technology:** Use the "silence notifications" settings and other app based solution for productivity and rest.
- **Shared Goals**: Identify shared goals that you can help each other with.
- **Encourage Proactive Behavior**: Help each other focus on actions and behaviors that can be influenced or controlled.
- **Support Each Other's Efforts**: Actively support and encourage each other's efforts and help one another to stay on track.
- **Regular Check-Ins**: Schedule regular check-ins to discuss progress, concerns, and any changes in priorities.
- **Share Resources**: Share information, resources, and tools that can make breakthrough involving important pursuits.
- **Encourage Personal Growth**: Support each other's personal development and growth, which can expand the circle of influence.
- **Reflect and Adjust**: Regularly reflect on what's working and what's not, and make necessary adjustments to strategies and approaches.
- **Acknowledge Achievements**: Celebrate each other's achievements.
- **Positive Reinforcement**: Use positive reinforcement to motivate and inspire each other to continue focusing on what can be influenced.

Scintilla © Robert Gaines

Links:

www.freetimemastermind.com/Scintilla You may already own *Scintilla,* but remember, it is the perfect gift for the fellow entrepreneurs in your life.

www.freetimemastermind.com Our membership support system for entrepreneurs. We are not taking new members at this time but join the waiting list to learn about the next open enrollment.

https://tinyurl.com/5n89z2c3 Jeff Walker's excellent book "Launch". A great buy for every entrepreneur.

https://www.youtube.com/channel/UCnTEdgAwIKUhre7rFo1g-2Q Our public YouTube channel.

Disclaimer: The information provided in this article is intended for general informational purposes only. It does not constitute legal, regulatory, or professional advice. Please consult with local health departments, regulatory agencies, and legal professionals to ensure compliance with all applicable laws and regulations before producing and selling homemade cereal. The author and publisher disclaim any liability for any damages or losses that may arise from reliance on this information.

Scintilla by Robert Gaines

SCINTILLA

THE ULTIMATE GUIDE TO GENERATING BUSINESS IDEAS, PRODUCTS, AND SERVICES

How do you come up with a business idea from scratch? Scintilla answers that question. Are you a business owners looking to add exciting products to your lineup, let Scintilla help. Want to break away from a dull job and start your own venture, read Scintilla. Whether you want a storefront or travel the world as a digital nomad, you need a good idea to get started. If you are already employed at an innovative company, you'll learn to become an indispensable intrapreneur with Scintilla.

Even if you don't consider yourself creative, the practical steps presented here will lead you to discoveries. There are also great data-driven tips for you to extract ideas that are already publicly available. You'll learn new ways to uncover ideas just by understanding how to analyze what is already on the market. You can also use Scintilla to master creating the perfect environment to generate breakthroughs.

Scintilla is more than a book, it is a community, join us and make something great!

About The Author

Robert Gaines is a US Army veteran and entrepreneur with a degree in Business Management from the University of Louisville. Robert is the host of the Free Time Mastermind podcast, featuring interview-style content for entrepreneurs. He is also the curator of the Free Time Mastermind Group, where business professionals assist one another in their pursuit of success. Visit www.freetimemastermind.com for information on bookings, bonus material, interviews, and more.