

# Insights from *The ONE Thing* by Gary Keller & Jay Papasan

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**“Success demands singleness of purpose. You need to be doing fewer things for more effect instead of doing more things with side effects. It is those who concentrate on but one thing at a time who advance in this world.”** – Gary Keller (all quotes below are by Gary Keller)

## 3 Commitments that Reveal your ONE Thing

“What ONE Thing can I do, such that by doing it, makes everything else easier or unnecessary?” To find the answer, remember your M.A.P.:



**m**astery

What can I do to continuously improve?

**“When you can see mastery as a path you go down instead of a destination you arrive at, it starts to feel accessible and attainable. Most assume mastery is an end result, but at its core, mastery is a way of thinking, a way of acting, and a journey you experience. When what you’ve chosen to master is the right thing, then pursuing mastery of it will make everything else you do either easier or no longer necessary.”**



**a**ccountability

What am I committed to?

**“Taking complete ownership of your outcomes by holding no one but yourself responsible for them is the most powerful thing you can do to drive your success. As such, accountability is most likely the most important of the three commitments. Without it, your journey down the path of mastery will be cut short the moment you encounter a challenge. Without it, you won’t figure out how to break through the ceilings of achievement you’ll hit along the way.”**



**p**assion

What result would I do anything to achieve?

**“When you’re in search of extraordinary results, accepting an OK Plateau or any other ceiling of achievement isn’t okay when it applies to your ONE Thing.”**

Recall what you’re trying to master, what you’re accountable for, and what big audacious goal drives you to identify your ONE thing amidst a sea of many ‘things.’

## 2 Beliefs that Distract you from your ONE Thing



**1** I just can’t say ‘no’...

**“Someone once told me that one ‘yes’ must be defended over time by 1,000 ‘nos.’”**

The road to doing too many things and spreading yourself thin is paved by saying ‘yes’ too quickly and ‘no’ not soon enough. **“Peers will ask for your advice and help. Co-workers will want you on their team. Friends will request your assistance. Strangers will seek you out. Invitations and interruptions will come at you from everywhere imaginable. How you handle all of this determines the time you’re able to devote to your ONE Thing and the results you’re ultimately able to produce.”**

- ➔ After you establish your three commitments, embrace the discomfort of saying ‘no’ to people in order to say ‘yes’ to your ONE thing.



**2** It all needs to get done (it’s all equally important)...

When your to-do lists get long, you probably get the feeling that you’re falling behind. The fear of falling behind makes everything seems urgent AND important. **“When everything feels urgent and important, everything seems equal. We become active and busy, but this doesn’t actually move us any closer to success. Activity is often unrelated to productivity, and busyness rarely takes care of business. Long hours spent checking off a to-do list and ending the day with a full trash can and a clean desk are not virtuous and have nothing to do with success.”**

**“A not-so-funny thing happens along the way to extraordinary results. Untidiness. Unrest. Disarray. Disorder. Messes are inevitable when you focus on just one thing. While you whittle away on your most important work, the world doesn’t sit and wait. It stays on fast forward and things just rack up and stack up while you bear down on a singular priority.”**

- ➔ After establishing your three commitments, embrace a little chaos, and stay true to your ONE thing. Remember what Australian Prime Minister Bob Hawke once said: “The things which are most important don’t always scream the loudest.”