

18 minutes: Find your focus, master distraction, and get the right things done

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Author's profile

Peter Bregman advises and consults to CEOs and their leadership teams in organizations ranging from Fortune 500 companies to start-ups and nonprofits. He speaks worldwide on how people can lead, work and live more powerfully. He is a frequent guest on public radio, provides commentary for CNN and writes for *Harvard Business Review*, *Fast Company*, *Forbes* and *Psychology Today*. He lives in New York City.

Review

Goal setting, time management and task management have become the most sought after soft skills amongst executives/entrepreneurs of all cadres irrespective of their functional domain. The pressures on executives/entrepreneurs to achieve maximum in shortest span of time has become order of the day. There are so many books available on the above topic which tell about the importance of goal setting, time management, and task management and how one can manage these in an abstract manner like; classifying activities to be done or tasks to be accomplished into four categories, i.e. Important and Urgent, Important but not Urgent, Urgent but not Important, and Neither Urgent nor Important and then allocating time and delegating work accordingly and so on. But Peter Bregman in this book has in fact explained what one has to do or can do to ensure the honing of above mentioned soft skills to achieve maximum in the shortest span of time.

As the title says very clearly, one has to dedicate eighteen minutes out of four hundred eighty minutes of a working day as per the following;

Five minutes before the start of the day: for setting specific targets for the day and planning.

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