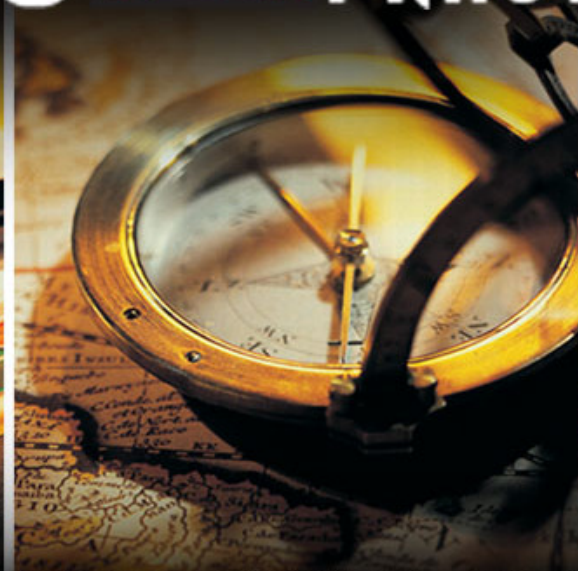


DIG COACHING PRACTICE



JEFF COPPER, MBA
813-837-8084

Website: www.digcoaching.com

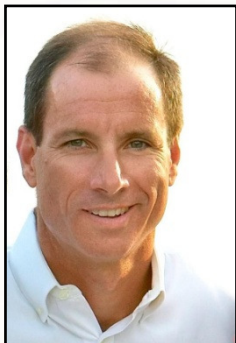
Email: jeff@digcoaching.com

The Two Sides of Attention

DIG Coaching is the leading coaching practice for adults and children looking to manage attention deficit hyperactivity disorder (ADHD) symptoms and attention deficit disorder (ADD) symptoms. We focus on managing symptoms of attention deficit disorder, adults with ADD, or adults who have children with ADHD. DIG Coaching, led by attention coach Jeff Copper, helps adults and children (particularly those diagnosed with or impacted by attention deficit disorder or its symptoms) in life or business who are stuck, overwhelmed, or frustrated. DIG Coaching helps adults and children get unstuck and moving forward by helping to open their minds and pay attention to what works.

The Two Sides of Attention

By Jeff Copper, Manager & Head Coach, DIG Coaching Practice LLC



If you're like me, you have probably heard—and used—the phrase ***the squeaky wheel gets the grease*** countless times. But have you ever considered what the quote is actually saying? To me, the quote speaks to *attention*. As a coach, I pay attention to two things: (1) What others *do* to get attention, and (2) what others *pay* attention to.

Let's explore the two sides of attention by using the above phrase as a metaphor.

Let's assume the "wheel" is a person and the "grease" is attention. Using the DIG Coaching "Interest" Model to diagnose what is really going on, we learn the person (the wheel) is interested and passionate about getting attention (grease). If a person wants attention, there is an incentive to squeak. Alternatively, if squeaking gets old, maybe the wheel (person) will rattle (i.e., squeak) or maybe grind (i.e., squeak). The point is, the person can make a lot of sounds that may appear to be different, but in the end, it is all about *getting attention!* The quote also implies, if a person squeaks, rattles, or grinds, someone will respond by *giving them attention*.

Now consider this: We are all humans, and humans are social animals. To different degrees and in different ways, *we all want attention* and *we all pay attention to each other*. That said, when was the last time someone approached you and specifically asked you to pay attention to *them*? Conversely, when was the last time you specifically asked someone to pay attention to *you*? I don't know about you, but for me it is awkward to admit I need attention. It makes me feel vulnerable.

Ask yourself this: When was the last time you showed off something new or gawked over something someone else was showing you? In either of these instances, were you or the other person "squeaking," "rattling," or "grinding"? In other words, was it *really* about the *item* being shown off? Or was the item being used to get them to *pay attention to you* or vice versa?

New clothes, trophies, fancy cars, big houses, awards, money, being the class clown, fame, etc. What is the one thing that all of these things have in common? People *pay* attention to them. So, what do you *do* to get attention? Are there better ways to get attention that would serve you?

Conversely, ask yourself this: *What do you pay attention to?* Spending quality time with your kids, focusing on your health, exercising, getting sleep and relaxation, as well as stopping to enjoy life? What do all of these things have in common? They are important things that are not urgent--i.e., they don't typically "squeak," "rattle," or "grind"--but they are important. So, are you paying attention to what is most important? Is it serving you? If not, what should you be paying attention to? What is possible if you paid attention to it?

What I have learned as a coach is that few people understand attention. Few acknowledge that they need to pay attention to something in order to stimulate (and satisfy) their brain. Most people do not recognize that they need to be the object of attention. What you do to get attention or what you pay attention to is a choice and something you can actually manage. Remember, obstacles often become possibilities if you just shift your attention.

© 2008 DIG Coaching Practice LLC. All rights reserved.
All references to clients are used with permission.