SALESEDGE FIELD GUIDE / ENGLISH EDITION

ONE PRIORITY

A focus system for people running too many projects.

READ / APPLY / REVIEW

Complete English guide + editable source text.

Individual personal and professional use.

FIELD GUIDE / ENGLISH EDITION

ONE PRIORITY

Choose a leading priority, define completion and decide what will wait.

WHEN MOVEMENT HIDES A LACK OF PROGRESS

Keeping several projects moving can be necessary. It can also become a source of pride that hides unfinished work: many tasks started, few completed and a different priority every week.

If this sounds familiar, look at the system before blaming your effort or ability. When attention is spread across too many fronts, important work can remain half-finished even while the diary is full.

SINGLE FOCUS is a proposed way to choose one leading priority while preserving essential operations. It is not an instruction to ignore safety, contractual responsibilities, customers or the people who depend on you.

FIND THE DOMINANT BOTTLENECK

Ask which unresolved action or constraint would make the biggest practical difference if you addressed it. Call this the dominant bottleneck. There may be several important problems; the method asks you to choose which one should lead the current period.

The dominant bottleneck is not automatically the loudest request or the nearest deadline. It is the issue whose resolution could unlock the most useful progress elsewhere, after accounting for obligations and risks.

Consider a fictional business facing weak cash flow, training needs, an outdated website, a disorganised CRM and customer retention problems. Winning suitable new contracts might be the leading priority. But contracts are not cash received, and more sales will not automatically fix poor delivery or unprofitable work. Check whether the real constraint is sales, collection, margin, capacity or retention before choosing.

The exercise is to replace habitual switching with an explicit decision supported by evidence. Write down why you believe this is the bottleneck and what would make you reconsider it.

USE THREE PLANNING HORIZONS

The weekly priority. Before planning the week, ask: “What one outcome, completed by Friday, would make this week worthwhile?” A day may be too short for that outcome, but the weekly goal should still be small enough to finish or reach a meaningful checkpoint.