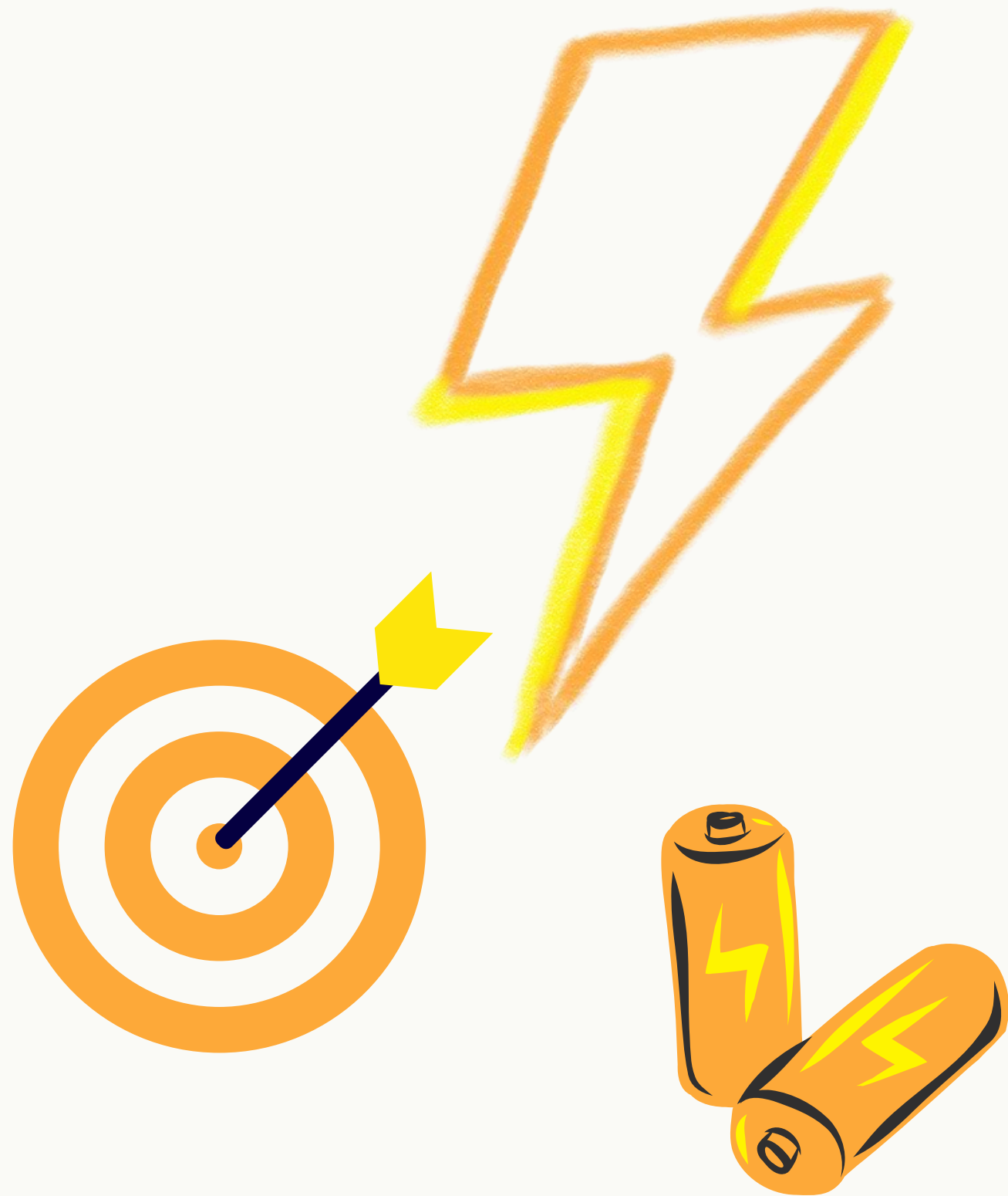


# ENERGY & FOCUS UNDER PRESSURE



Young IFFI Event  
Food in Mind

# GOAL SETTING

“Goals are essential. If you don’t have a clear goal, you don’t know what you’re working for.” - Gregory Sedoc

STUDIES EVEN SHOW PRODUCTIVITY IMPROVEMENTS AROUND 10% WHEN PEOPLE WORK WITH CLEAR PRIORITIES AND GOALS.

UNDER PRESSURE, OUR BRAINS NATURALLY REACT TO URGENCY, NOT IMPORTANCE.

How do we keep focus on what matters most, even when there is an urgency?

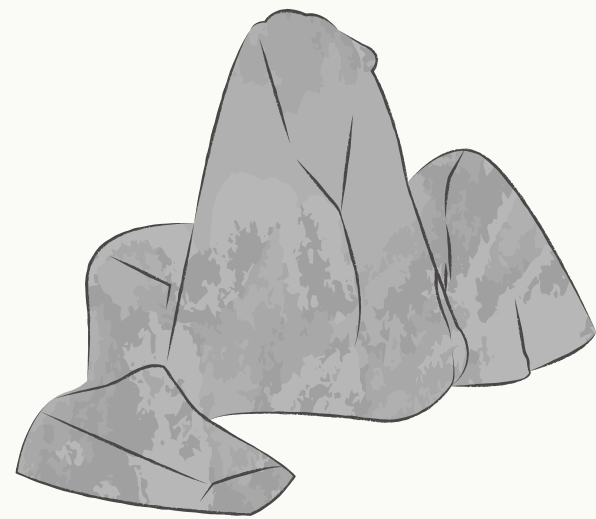
**How do we keep focus under pressure?**



# GOAL SETTING

Divide your tasks into Big Rocks, Pebbles & Sand

## BIG ROCKS



### **Strategic, high-impact work:**

These are the tasks and goals that create the most meaningful results for your role, team, or business.

## PEBBLES



### **Operational and supportive work:**

These are necessary tasks that keep work moving but don't usually create transformational results on their own.

## SAND



### **Low value work and distractions:**

These are activities that feel productive but contribute little to meaningful progress.

# PRIORITIZE WHAT MATTERS

YOUR ENERGY & TASKS



1. TRIVIAL MATTERS FIRST



2. SECONDARY THINGS FIRST



3. BIG ROCKS FIRST



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# PRIORITIZATION

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DO

DELETE

DECLINE

DELEGATE

DECREASE

DEFER

But how can we better prioritize when there's pressure?

Prioritize with the 6 D's

**Do:** Reassess the purpose of each task and meeting, and confirm it is the best use of time.

**Delete** Remove tasks that do not contribute meaningful value to overall goals.

**Decline:** Say no to non-essential work or misaligned requests; only join meetings where your input is needed.

**Delegate:** Assign work to others where appropriate, and invest in upskilling to reduce oversight over time

**Decrease:** Adjust scope or streamline activities, for example, shorten meetings or reduce their frequency.

**Defer:** Postpone tasks and meetings that are not time-sensitive or urgent.

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# DISCUSSION



When you reflect on a busy or stressful period at work, which tasks ended up taking most of your time and energy, and looking back, were those really your Big Rocks?  
What made it hard to prioritize what truly mattered?

When pressure increases, which of the 6 D's do you find hardest to apply, and what would need to change to make intentional prioritization feel more natural and achievable?

Pressure is not going away. But every day, you get to choose what goes in the jar first.

Do what matters,  
Delete what doesn't,  
Decline what distracts you,  
Delegate what others can handle,  
Decrease what drains you, and  
Defer what can wait.

Prioritize your Big Rocks.

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