

Focus Your Team

LeaderTrak Lens Integration Session

One Page Integration Agenda

Focus Your Team
90 Minute Virtual Integration Session

Purpose

This integration session reinforces the key concepts from the Focus Your Team course and focuses on helping leaders create clarity and alignment around what matters most in their team's work.

Participants will apply the 3 P's of Focus framework, explore strategies for helping teams prioritize the most impactful work, and practice practical methods for organizing and reviewing priorities to maintain productivity despite the day to day "whirlwind."

Welcome and Session Context

0:00 to 0:10

- Welcome and connection to the video course
 - Reflection on the challenges of maintaining focus in busy work environments
 - The leader's role in creating clarity and direction for the team
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The Whirlwind and the Importance of Focus

0:10 to 0:25

- Review the concept of the "whirlwind" of daily activity
 - Discuss how distractions and competing priorities impact productivity
 - Explore how leaders create focus by clarifying purpose and priorities
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Clarifying Team Purpose

0:25 to 0:45

- Review the concept of team purpose and mission of service
 - Identify the key customers the team serves
 - Draft or refine a simple team purpose statement
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Identifying Master Priorities

0:45 to 1:05

- Review the “Think 20%” mindset and the Pareto principle
 - Identify the core activities that produce the greatest results
 - Discuss how leaders communicate and reinforce master priorities
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Big Rocks and Weekly Planning

1:05 to 1:20

- Review strategies for managing projects, goals, and initiatives (“Big Rocks”)
 - Explore weekly planning and time blocking techniques
 - Discuss methods for helping teams stay focused on important work
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Leadership Commitments

1:20 to 1:30

- Identify one strategy to improve focus within the team
- Capture leadership actions and key takeaways
- Reflect on how stronger focus can improve team performance and productivity

Facilitator Integration Outline
Focus Your Team
90 Minute Integration Session

1. Welcome and Context

0:00 to 0:10

Facilitator message

“You’ve completed the video course *Focus Your Team*.

Today’s session focuses on applying the concepts and tools from the course to help your team concentrate on the work that matters most.”

Explain

Leaders often feel pressure to respond to everything that comes their way. Emails, meetings, requests, and daily issues can easily dominate the workday.

However, one of the most important responsibilities of a leader is helping the team focus their time and energy on the work that creates the greatest value.

This session focuses on how leaders create clarity, alignment, and accountability around the most important priorities.

Opening Discussion

Ask participants

“What are the biggest distractions that pull your team away from their most important work?”

Follow up

“What tends to consume your team’s time and energy during a typical week?”

Transition

“Many leaders describe this constant stream of activity as the *whirlwind*. Let’s begin by exploring how it affects team focus.”

2. The Whirlwind and the Importance of Focus

0:10 to 0:25

Explain

Most teams operate in an environment filled with constant activity, interruptions, and competing priorities.

The course refers to this as the whirlwind.

The whirlwind includes things like:

- urgent requests
- daily operational work
- unexpected problems
- emails and meetings

These activities are often necessary, but they can easily crowd out work that is more important for long-term success.

Leaders play a key role in helping their teams maintain focus despite the whirlwind.

Discussion prompts

Ask participants

“What are examples of the whirlwind in your workplace?”

Follow up

“What important work tends to get pushed aside because of daily demands?”

Key insight

If leaders do not intentionally create focus, the whirlwind will always dominate the workday.

Transition

“One of the most powerful ways leaders create focus is by helping the team clearly understand its purpose.”

3. Clarifying Team Purpose

0:25 to 0:45

Explain

Every team exists to provide value to someone.

When leaders clarify who the team serves and what value they provide, it becomes much easier to determine what work matters most.

A team purpose statement answers questions such as:

- Why do we exist as a team?
- Who do we serve?
- What do our customers rely on us to deliver?

This clarity helps align the team's work and decisions.

Activity: Team Purpose Reflection

Ask participants

“Who are the primary customers your team serves?”

Examples might include:

- external customers
- internal departments
- other teams
- leadership stakeholders

Follow up

“What do those customers rely on your team to provide?”

Then ask participants to draft a simple purpose statement using this structure:

“Our team exists to _____ for _____.”

Facilitator Debrief

Invite a few volunteers to share their statements.

Key insight

When teams understand their purpose, they can better determine what work deserves the most attention.

Transition

“Once a team understands its purpose, the next step is identifying the work that contributes most to that purpose.”

4. Identifying Master Priorities

0:45 to 1:05

Explain

The course introduces the Think 20% mindset, based on the Pareto principle.

In many situations:

20% of activities produce 80% of results.

These high-impact activities are called Master Priorities.

Master priorities help leaders and teams determine where to focus their efforts.

Activity: Identifying Master Priorities

Ask participants to think about their team’s work.

Prompt them with these questions:

“What activities produce the greatest value for your customers?”

“What activities most directly support your team’s purpose?”

Participants brainstorm key activities.

Then ask them to narrow the list to three to five Master Priorities.

Discussion prompts

Ask participants

“How could clearly defining these priorities help your team stay focused?”

Follow up

“What challenges might arise when trying to maintain focus on these priorities?”

Key insight

Master priorities give the team a framework for deciding:

- what to do first
- what to delay
- what may not need to be done at all

Transition

“Even when priorities are clear, leaders still need practical systems to help teams stay focused on important work.”

5. Big Rocks and Weekly Planning

1:05 to 1:20

Explain

In addition to daily responsibilities, teams also work on projects, goals, and initiatives.

These are often referred to as Big Rocks.

Big Rocks are typically important but not always urgent.

Without intentional planning, they often get pushed aside by urgent tasks.

Leaders help their teams stay focused by encouraging weekly planning and structured time for important work.

Discussion prompts

Ask participants

“What are examples of Big Rocks in your work?”

Follow up

“What tends to prevent your team from making progress on those projects?”

Weekly Planning Concept

Explain that one effective strategy is encouraging team members to:

- list all tasks for the week
- organize them around master priorities
- identify two or three key commitments

These commitments help create accountability and focus.

6. Leadership Commitment

1:20 to 1:30

Ask participants to capture three reflections:

1. One action they can take to clarify their team's purpose
 2. One way they will communicate or reinforce master priorities
 3. One strategy they will use to help their team stay focused on important work
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Closing Reflection

Ask participants

“What is one idea from today's session that could significantly improve your team's focus?”

Close with

“Leaders cannot eliminate the whirlwind, but they can help their teams stay focused on what matters most.”