



the act of *setting* the rate of movement, speech or progress

We live in a culture where text pings and email dings have become the all-day soundtrack to our lives. The endless stream of notifications tells us more things we need to cram into our already-packed to-do list.

We believe if we just move fast enough, we can achieve it all.

Unfortunately, studies show that's not the case. And that running full speed day in and day out can not only make us **less productive** but have serious impacts on our health.

The Problem With 'Busy and Fast' When you're frantically typing away on your keyboard trying to make your deadline, things are happening that could end up *costing you more time*. You might be skipping a step (like more thorough research or editing), you're liable to make more mistakes in your haste, and your anxiety and stress levels are surging making it harder to concentrate.

When we rush, we can be lured into doing many things at once. By now, most of us know *the myth of multitasking*. 'Multitasking' doesn't exist; our brains lack the neural structure to do two or more things at the same time.

Aside from affecting the quality of your work, whizzing through tasks can also lead you to waste time running in the wrong direction. And this might be the most critical consequence of haste. Without space and time to reflect on your work, you can end up spending a lot of time doing the wrong things.

What is Pacing? Slowing down does not mean putting on the brakes, being lazy, or squelching your energetic spirit. *It means controlling your rate of speed*. Pace yourself at work so you are quick but not frantic, so you have a quiet speed that makes you pre-meditated, relaxed, calm, and trustworthy.

Speed tends to make you appear unsettled, upset, flustered, confused, and suspicious.
The actions of effective people do not seem rushed.

BY LEARNING TO PACE YOURSELF, YOU WILL:

Make fewer mistakes
Think more clearly
Become a better listener

Stop creating **extra** work for others and yourself
Be accurately perceived as more organized
Have and display better judgement

Set a Sustainable Pace Long distance runners don't accelerate to their fastest pace immediately and then keep pushing themselves forward at that rate. They know from experience that if they do, they'll run out of energy well before the end of the race. Instead, they set a pace they can maintain indefinitely and save their energy for an extra burst right at the end.

Pacing yourself requires self-control, patience, then acceleration, then patience. You see, 95 percent of business is waiting; waiting for the opportunity to do the right thing. If you're moving too fast, you'll miss the chance to execute well.

When you pace yourself, you grant yourself time to *think things through*.
And when you think things through, you will make *better decisions*.

When you slow down and **think before acting**, you align attitude and action, and you appear calm and confident. You'll feel more composed too. When you appear calm, people will have more confidence you know what you're doing. They'll think you must be right and are much more likely to listen and follow you.