

And if that isn't the objective of everything you do or create, what is? By focusing on the desired outcomes, you'll end up doing fewer things, more effectively. So what's your experience - as either a creator or a consumer of collateral? Whether you are a marketer or a sales person, please share your experiences with the LinkedIn community.

Oh - and one last thing: it's hard to create great collateral if you haven't identified who your ideal customers are. I think you might enjoy our latest guide on the subject - you can [download a copy here](#)<sup>7</sup>.

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### About the Author

Bob Apollo is the founder and Chief Strategist of Inflexion-Point Strategy Partners Ltd, a pioneering B2B sales and marketing performance improvement consultancy, based in Reading, UK. Inflexion-Point is one of the UK's leading B2B Sales and Marketing Performance Improvement specialists. Their research-led, evidence-based approach enables clients to increase pipeline values, shorten average sales cycles and improve average sales win rates.

Bob now works with growth-minded organisations of all sizes to help them build scalable businesses. He has written hundreds of articles on the subject of sales and marketing performance, spoken at dozens of industry conferences and events, and blogs regularly for a range of thought-leading sites including Entrepreneur Country, My Venture Pad, The Customer Collective and CustomerThink.

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# Shatterdays and Shundays...

By Sunil Bali

Most people don't seem to know where they're going in life, but are determined to get there as quickly as possible.

Full on working weeks and wiped out weekends seem to be the norm.

In these accelerated times of speed dating, speed reading and high speed living, one might assume that the quick-thinking "hare brain" will beat the slower intuition of the "tortoise mind." Not so.

Researchers at [Harvard](#)<sup>8</sup> have shown that given time and space, the human brain will provide clarity and solutions for problems which leave everyday rationality flummoxed.

The researchers found that constant mental traffic prevents us from seeing clearly, listening deeply, and tapping in to our intuition. The steady flow of thoughts acts a barrier between our thoughts and feelings, and a barrier between our head and heart.

When rock star, philosopher, multi-million-selling, Ivor Novello award-winning songwriter and slightly grumpy dad, Noel Gallagher, was asked what he attributed his creativity to, he replied, "In the Church of Gallagher I have a commandment which I never break, "Though shalt not work weekends and before 10am."

Our minds constantly work overtime, typically revving at 20 – 30 thoughts per minute.

The human heart on the other hand, actually only "beats" for 9 hours a day.

Assuming an average heart rate of 70 beats per minute, the heart is in rest phase after contracting, for 15 hours out of every 24.

The research is unequivocal. The best way to get more done is to do less.

Whether you're Usain Bolt or Richard Branson, the cycle of peak performance is the same: intense focus → energetic execution → deep recovery → intense focus.

Fridges, freezers and computers don't need to be switched off, but we humans do.

A short [digital detox](#)<sup>9</sup> and [mental floss](#)<sup>10</sup> at either side of each day – 5 minutes is enough – has been shown to have a huge impact on productivity and creativity.

Slowing down is the new speeding up.

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### About the Author

Sunil is a Performance Coach, Speaker and Author.

Ex Head of Talent for Vodafone Group and Santander, and having run a £50m business, Sunil has been responsible for hiring over 50000 people and has had the pleasure of working with some great entrepreneurs, professionals and leaders.

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