

# EXECUTIVE BOOK SUMMARIES

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## ABOUT THE AUTHORS

### Gary Keller

*Gary Keller is founder and chairman of the board for Keller Williams Realty, the world's largest real estate franchise by agent count.*

### Jay Papasan

*Jay Papasan co-authored the Millionaire Real Estate series with Gary Keller, and co-owns a real estate team affiliated with Keller Williams Realty.*

## The One Thing

### THE NUTSHELL

John Murray Press Learning 2001

#### 1. The ONE Thing

If everyone has the same number of hours in a day, why do some people seem to get so much more done than others? They go small. Extraordinary results are directly determined by how narrow you can make your focus.

#### 2. The Domino Effect

A standing domino represents a small amount of potential energy: the more you line up, the more potential energy you've accumulated. Getting extraordinary results is all about creating a domino effect in your life.

#### 3. Success Leaves Clues

Extraordinary companies always have one product or service they're most known for or that makes them the most money. If your company doesn't know what its ONE Thing is, then your company's ONE Thing is to find out.

### PART 1: THE LIES—THEY MISLEAD AND DERAILED US

#### 4. Everything Matters Equally

The truth is that things don't matter equally and success is found in doing what matters most. Doing the most important thing is always the most important thing.

# The One Thing

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## 5. Multitasking

So, if doing the most important thing is the most important thing, why would anyone try to do anything else at the same time? Though multitasking is sometimes possible, it's never possible to do it effectively.

## 6. A Disciplined Life

A "disciplined life" is a lie. Success is actually a short race—a sprint fueled by discipline just long enough for habit to kick in and take over. We don't need more discipline. What we need is the habit of doing it.

## 7. Willpower is Always on Will-Call

On any given day, you have a limited supply of willpower, so decide what matters and reserve your willpower for it. Don't spread your willpower too thin. Do what matters most first each day when your willpower is strongest.

## 8. A Balanced Life

Your work life is divided into two distinct areas—what matters most and everything else. Let the right things take precedence when they should and get to the rest when you can.

## 9. Big is Bad

When we connect big with bad, we trigger shrinking thinking. Don't let small thinking cut your life down to size. Don't be afraid to fail. Think big, aim high, act bold. See just how big you can blow up your life.

## PART 2: THE TRUTH—THE SIMPLE PATH TO PRODUCTIVITY

### 10. The Focusing Question

Great questions are the path to great answers. The Big-Picture Question: *"What's my ONE Thing?"* The Small-Focus Question: *"What's my ONE Thing right now?"* These questions keep you focused on your most important work.

### 11. The Success Habit

The Focusing Question is the most powerful success habit we can have: *"What's the ONE Thing I can do such that by doing it everything else will be easier or unnecessary?"*

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## 12. The Path to Great Answers

Answers come in three categories: doable (the one that's already within reach), stretch (at the farthest end of your range), and possibility (you will probably have to reinvent yourself in some way to implement it).

## PART 3: EXTRAORDINARY RESULTS—UNLOCKING THE POSSIBILITIES

### 13. Live with Purpose

The surest path to achieving lasting happiness happens when you make your life about something bigger. Your purpose sets your priority and your priority determines the productivity your actions produce.

### 14. Live by Priority

You may have many "priorities," but there is always one that matters most. Your most important priority is the ONE Thing you can do right now that will help you achieve what matters most to you.

### 15. Live for Productivity

Sometimes what we do doesn't matter, but sometimes it does. It comes down to getting the most out of what you do when what you do matters.

### 16. The Three Commitments

Achieving extraordinary results requires three commitments. Taking complete ownership of your outcomes by holding no one but yourself responsible is the most powerful thing you can do to drive your success.

### 17. The Four Thieves

There are four "thieves" that can hold you up and rob you of your productivity—the inability to say "no," the fear of chaos, poor health habits, and an environment that doesn't support your goals.

### 18. The Journey

At any moment in time there can be only ONE Thing, and when that ONE Thing is in line with your purpose and sits atop your priorities, it will be the most productive thing you can do to launch you toward the best you can be.