



**Excerpt #3  
AutoFocusing**

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Tony Jeary High Performance Resources

By Tony Jeary Greg Kaiser and George Lowe

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Tony Jeary High Performance Resources  
8105 Firestone Drive  
Flower Mound, Texas 75022  
817-430-9422

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## ***AutoFocusing***

### **The Magic of AutoFocusing™: Moving toward Readiness**

When we conduct ourselves as if presentation opportunities are ever-present, we put our state of readiness on autopilot. Our response to presentation opportunities is conditioned to provide maximum impact on our success. We call this AutoFocusing™

To understand the power of this concept, think about how your eyes work – at an unconscious level. Your eyes do some amazing things that if you had to consciously think about – would slow you down dramatically.

At the risk of over-simplifying, your optic nerve (in conjunction with a variety of specialized parts of your ocular system) is called upon to rapidly make an assessment of the visual environment every time you open your eyes.

It quickly registers available data and brings our view into focus. A lack of good lighting triggers an increased opening of the pupil to let more light in. The presence of intense light causes us to instinctively squint and our pupils constrict.

We instantly and constantly scan the environment for familiar objects and shapes for reference. Items viewed are categorized and prioritized helping us navigate our surroundings.

Our eyes are trained to continue this process at an unconscious level. We note and react to fast moving objects headed our way. We consciously and unconsciously search for objects that have meaning to us; our keys, the remote control, our easy chair. Similarly we dismiss items of less importance: the vase on the table, the picture hanging from the wall, a souvenir on the bureau we never meant to buy anyway.

What we see and pay attention to is contingent upon our conditioning; our training.

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In this same way, every presenter can have a different set of presentation objectives, different subject matter expertise and different target audiences – and still condition themselves to AutoFocus on presentation opportunities without significant conscious effort. These elements form the lens through which a master views the world.

In the next section we will look more closely at the elements that form this lens and how to apply them to your own conditioning. For now recognize that the journey to mastery is not easy, but the habits, like AutoFocusing, that you ultimately develop will become reflex-like and serve you well both in terms of impact and efficiency.