

Bandwidth

The most precious and squandered resource.

What is Bandwidth?

Across leaders, industries, and geographies, the most common and consistent challenge is the inability to effectively manage bandwidth.

Failing to manage bandwidth impacts everything, especially the ability to **optimize performance** in a wired world. To keep their head above water and juggle multiple balls and demands, leaders must cultivate the ability to focus their time, energy, and attention on what matters most.

In our always on, always connected and overwired world, bandwidth management has become the most important leadership skill. Ultimately, it is about the ability to take in and generate purposeful ideas and actions and at the right time and in the right place.

The Three Pillars of Bandwidth



1 What is your energy, attention, and focus level? Are they as high as you would like? What's distracting and draining you? To develop **awareness**, you need to:

- Adopt a new lens to prioritize your time, energy, and attention;
- Find a way to make clear, compelling distinctions about what enables you to be at your best;
- Heighten your internal awareness of the criteria you're using to determine how you're allocating your time and attention.

2 **Agility** is the ability to adapt, respond, and adjust. It is part awareness of what you are doing and part willingness to change tired old habits. When you have agility, you are better equipped to respond to anything that comes your way. This is what makes it a critical element of bandwidth management.

3 Ultimately, bandwidth management is about taking action to change your behavior. **Actions** may entail putting up filters to limit the amount of information you have to process to help you focus in the moment. You might also alter your environment to reduce drain. Ultimately, it's about creating the best possible work conditions under which to focus and thrive.

The Cost of Neglecting Bandwidth

Over the past decade, distractions have surged. Today, we filter exponentially more data—and do so using more communication devices—than we did just ten years ago. This shift means that we are now expected to be always on and always connected. As a result, many people are feeling overwired and overtired. Worse yet, some studies have connected this shift to a rise in ADD. What we know for certain is that our current overwired world has significantly taxed our cognitive resources. Just as our email inboxes are overwhelmed, so is our cognition. To be effective, we need new strategies and this includes learning how to proactively build bandwidth.

AIM Leadership's Approach

We support leaders in adopting the perspective needed to develop awareness and craft a mindset for productivity. We give leaders tangible, actionable tools to build the bandwidth required to manage anything that comes their way.

ASSESS

Clearly assess the drains and strains on your resources, weed old habits, and seed new strategies for success. Assess the [costs of latent stress](#) and need to [manage stress to reach peak performance](#).

PRIORITIZE

Through AIM Leadership's proprietary online assessment, leaders create a clear map of priority outcomes to help get laser-focused on what really matters.

LEARN

Accelerate your effectiveness with tried and tested actionable tools to [manage your bandwidth](#). Rethink when, where, and how you work and [manage your time](#).

IMPLEMENT

Concrete strategies help you to recalibrate, adapt, and adjust to better harness your energy and attention. As a result, you're able to deliver results in a sustainable and impactful manner.

We look forward to helping you and your team become more focused, productive, and impactful. Contact AIM Leadership at info@aimleadership.com.