

Compass Heading

Keep Your Business on the Road to Change



Lloyd Williams

Number 3

*A single concept
you can apply
to your life and
business today.*

The Brain is a Poor Storage Device

*Do you ever feel it is difficult to concentrate?
Does your head feel like there is just too much noise inside?
Are you unable to focus your mind at times?*

If any of these are ever true, you are probably the recipient of information overload. This problem occurs when we use our brain as our primary storage device.

Good storage

High quality storage is defined by its ability to accurately maintain data for an indefinite period of time. An example is the hard drive on a computer. Information placed on your hard drive will remain intact for ever, without degradation. The information is safe and accessible.

Bad storage

Poor storage is defined by its inability to maintain information accurately. Over time the accuracy of the data declines and, eventually, it will disappear. An example is the way our memory works. The information held in memory is unsafe and available only to the degree you can recall it now.

Data Storage vs. Data Processing

The brain is a poor storage device, but is great at data processing, problem solving, and creative innovation. Many try to keep everything in their head. The problem is, over time, the mind will change or forget details and will eventually delete the information not continually used. To keep information current, in your memory, you must continually bring it to your conscious. This uses up valuable processing time. Collecting data in a bad storage device is not healthy or productive for your business or your life. A Chinese proverb says, "The palest ink is better than the sharpest memory."

Next Action

Do a brain dump to a better collection device, paper or computer. List all your projects and unfinished actions.

