

# #164 Conquer Shiny Object Syndrome: Learning to Focus and Ac...

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## SUMMARY KEYWORDS

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## SPEAKERS

Michelle Glogovac

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**M** Michelle Glogovac 00:01

You're listening to the mind simplified life podcast and this is episode number 164. Welcome to the my simplified life podcast, a place where you will learn that your past and even your present. Don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you will take you on my own journey. This is my simplified life. Hey, friends, welcome back to another episode. I'm your host, Michelle Glogovac. Today, I want to talk about shiny object syndrome. Now, this is a term that I'm sure you're familiar with. And we often think about it when we look at our kids and how they're playing with a toy. And then all of a sudden, they see something else. And they gravitate towards that. And there's always something better out there. And someone's looking for the next best thing. We can, especially here in Silicon Valley, San Jose, you know, the techies of what's the next best thing? What's the new shiny object? Over here, it would be a Tesla and the next iPhone, that's what everybody in this area is gravitating towards. But how does this relate to your business? I had heard a good friend of mine, Krista Grasso, who's been on the show before. Talk about shiny object syndrome when it comes to your business. Because we knew someone mutual in common that we both worked with, who had shiny object syndrome, it was always looking for something else to do to bring into the business to launch as a service, there was always something else instead of focusing on what you have right in front of you. And I've always thought of myself as someone who doesn't have shiny object syndrome. Whether we're talking materialistic or business wise, I always have my eyes looking forward, I'm not distracted by what else can I bring into the business? What service can I branch off on? I've actually really narrowed things down. You know, in the beginning, I had podcast production and pitching and traditional PR, and to me, it was too much. And so I've really honed things in and focused on podcast pitching. What I did notice, though, in the past year and a half or so is that I was getting distracted, not by shiny objects per se, but by outside things. And I'm using air quotes, volunteer isms type of things. I was volunteering for a lot of different organizations. And I think part of the reason is I believed in them, I saw a need for what I know how to do. So I could get work done, I was accomplishing something. But at the same time, I wasn't focused on my business because I was taking these

moments of precious time and my brainpower to go focus on something that was outside of my business. And so to me, I've decided this week that I think that is a form of shiny object syndrome, I was accomplishing things outside of my business. And yes, it feels good, but it was also draining. And I think that this possibly had something to do with, you know, me having my illness in July and ending up in the hospital at because oftentimes to when you have a life threatening illness, then I'm reading a book that a friend of mine referred to me, it's called close to the bone. It says that when you have a near death, illness or experience that oftentimes most of the time you come out of it looking for a renewed purpose. You find that you need that in your life, you might want to change your job, you change the people that you're surrounded by, you get rid of the toxicity that is in your life. And I have known that I found my purpose years ago, and I was on that right path. So what came out of my near death experience for me was that I needed to get rid of the extra stuff, the shiny objects that truth be told, or not so shiny. And as I've slowly been stripping my life of these shiny objects, I can actually feel it in my body that I'm more relaxed, I'm less stressed. I don't have the physical pain that I did before. Like literally the moment I release something and say I'm not doing this anymore, done, wash my hands of it. I can feel the pain dissipate and I have had physical pain, I've had some back pain where the clots were in July, the pain has still been there. And it wasn't until I said no to some things in the past few weeks that the pain has subsided. So I'm going to take that is my sign that I'm doing the right thing, that I'm fully focused on my business. And once I've done that, the business continues to flourish, and to grow. And things are happening in my life, that they're telling me I'm on the right path, big things are coming, big things are happening and its growth, and it's what I'm supposed to be doing. Now, I don't say that I'm never going to volunteer for something. But I need to be very picky and choosey about what position I put myself into. I don't need to do all the things for all the people for every organization, I don't need to be the one that is dependent on to answer certain questions to know, you know the ins and outs of a software. It's not my job. And I've never ever said that, especially coming from the corporate world, you would never hear the words come out of my mouth. That's not my job. And this week, I finally have started saying that's not my job. And it's a volunteer role. So I don't even get paid for it. So it's really not my job. I think that we forget that we can say no. And I've mentioned before many times that I need to sit on my hands more. And that's true. I need to stop volunteering. But I also need to stop just doing and saying, okay, you've asked this of me. So I will do it. What I need to say is no, it's just not my job, sorry, find someone else who has the time, the energy and the capacity to do it. Because my focus is on what directly affects me. And that includes my family, my children, my business, my health. Those are the things that I'm going to focus on. And I can see in other people, I'll look at other women who aren't volunteering the way I have. And there's a pang of jealousy inside of me, because I'm going, Wow, they're not worrying about this, they're not trying to get an email out at 11 o'clock at night, that has absolutely nothing to do with anything that's truly of importance affecting their life. And so I've put a stop to it. Because I don't want the shiny objects that are on the outside, I don't want to be distracted. We don't need more distractions in our lives, we need to focus on what is important to each of us. And maybe that takes some writing down of what is it that you want to focus on? What are your goals? I've been journaling more and more over the past year. And that's really what's helped me to focus to discover what it is that I want to make happen in my life. And I know that, you know, raising money on the PTA or writing postcards for Moms Demand, it's going to have an effect on people. But what what do I want to be known for at the end of the day? Do I want to go to my grave? As the woman who wrote all those postcards? Isn't that fabulous? Or do I want to have lived the life that I had always dreamed of, to have bought my house on the beach where my family and I made memories and relaxed and fulfilled our souls, and found love and happiness. And we're just really fulfilled in everything that we did as a family. That's the life I want to live. That's how I want to be remembered of, she went after what she wanted. She got what she wanted. And she made this

incredible, rich, fulfilled life that was full of love, grace and hope. And so that's the shiny object that I'm going to go after. That's what my goal is here now and in the future. And I want to make sure that I'm not distracted anymore. And so I think that's really why I'm talking about this today is because I want to be held accountable. I want to stop volunteering for everything. I want to focus on what I have and making that the best that it possibly can be the best PR agency the best podcast guests. I want the best podcast, I want the best. Not. I want to see the best children. I want to have the happiest, most fulfilled children who aren't afraid to go after what they want in life and who are kind human beings. I want to have the love story that you see two people who go on forever with each other that they're best friends. They do everything together and people don't understand how that can happen these days, but it can. You don't get sick of each other, you can actually work from home together, and there's peace and harmony, trust me, I want to be the friend who's always there, when the text message comes, and you just need a lending air, I want to be the best of these things. And I think that by getting rid of the distractions that are outside of all of this is how I'm going to make that happen. So I want you this week, to do this with me. Think about what your goals are, what is it that you want out of life? And what are those shiny objects that are distracting you from making that become a reality? Focus on what you can do, to get rid of the shiny objects, to put your head down and do whatever it takes to get that life? That fulfillment, that richness in your life forever. Today, tomorrow and every day going forward. Because after all, your past and your present don't define your future. You do