# Warren Buffett Advocates the Power of 'No' for Improved Focus and Effectiveness



Warren Buffett, CEO of Berkshire Hathaway, emphasizes the importance of saying 'no' to maintain focus and efficacy in both personal and professional life. With a net worth of $135 billion, Buffett is renowned for his strategic time management. He advises prioritizing essential tasks and declining non-essential ones, which he practices by avoiding media engagements, industry events, and unnecessary meetings.

Experts like Helen Yu, Gloria Feldt, and Bryan Rosenblatt endorse this approach, suggesting that saying 'no' helps maintain priorities and prevents burnout. They offer practical tips such as providing brief explanations, practicing empathy, and suggesting alternatives.

Additionally, a productivity technique called "body doubling" is gaining traction, especially among individuals with ADHD. This strategy involves working alongside another person to improve motivation and focus, drawing on social accountability. ADHD coach Robin Nordmeyer and clinical director Billy Roberts note that body doubling can be beneficial for anyone needing to enhance their productivity.

Apps and platforms like Flown, Focusmate, and Flow Club offer virtual body doubling options for those without physical partners. The technique leverages social presence as a reminder to stay on task, reinforcing accountability and supporting mental well-being.