**Do What You Are Best At And Do It Well**

There is absolutely nothing wrong with being ambitious and multi-faceted. In fact it’s something that I admire in encourage in anyone in my life. The danger of this notion comes when one doesn’t fully appreciate what they can, and more importantly can’t attribute to a given project without sacrificing success of either one.

Economist Adam Smith would tell you that a division of labour is good, as one can fully execute and master a trade giving it his undivided attention. Dividing your attention to different trades would equate to divided time to each project resulting in more time to master each causing inefficiency. To give an example, if a man works on creating a burger, and solely focuses on the burger, it would probably be a pretty damn good one. But if at the same time he were to be making a pancake on the same canvas, the quality of each item would suffer.

Now, imagine a scenario where one client was great at burgers, and another at pancakes and they worked independently as a conglomerate. Expansion and range of food items still exists along with a division of labour, which is ideal in terms of efficiency. Create a different machine for each project and assemble a maintenance team to monitor the progress and success of each machine.

From a business mind state, it could seem more costly to do so, a moniker of quality over quantity usually breeds more success in the long run because of consistency.