


**FOCUSING IN THE DIGITAL AGE**

**DIAL 844- WEB ADIGO**  
**(844-932-2344)** *NO ID NEEDED*

**START TIME:** 5 MINUTES AFTER THE HOUR  
WE'LL GO FOR 20 MINUTES UNTIL 25 PAST



**A Conferencing Tips  
Webinar with Brad Volin,  
President of Adigo –  
7/14/2015**



**AGENDA**

- Intro's
- The challenge of focusing in our world
  - Last month was related – Time Management  
<http://adigo.com/why-adigo/resources-for-conference-call-services/#webinars>
- Tips on how to start paying better attention



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## INTRODUCTIONS

- President, Adigo
- Experience at Public and Private companies
- Consistent:
  - Many areas of focus
  - Fast moving expectations
  - Too much to do ☺!
- Any military folks?

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## TROUBLE FOCUSING?

- In a survey of 3,600 professionals from 30 countries...
- 80% multitask on conference calls with work emails, instant messaging or reading news and entertainment.
- 2/3 of the respondents reported that listening had become more difficult in today's digital workplace.



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## RESEARCH SHOWS...

- Multiple studies and experiments show *that our minds function best when concentrating on a single task.*

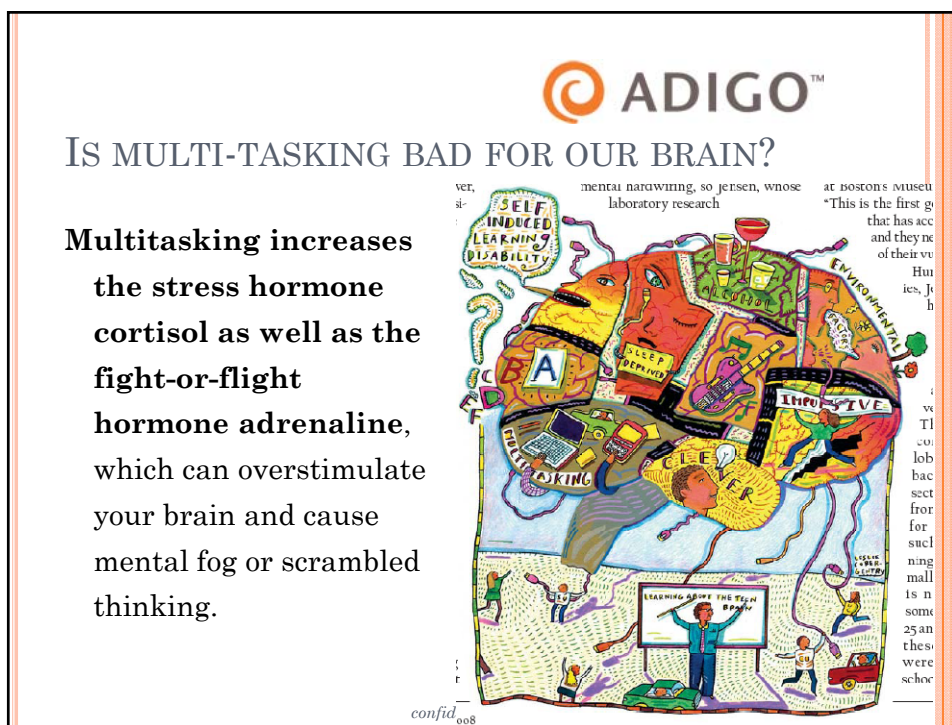
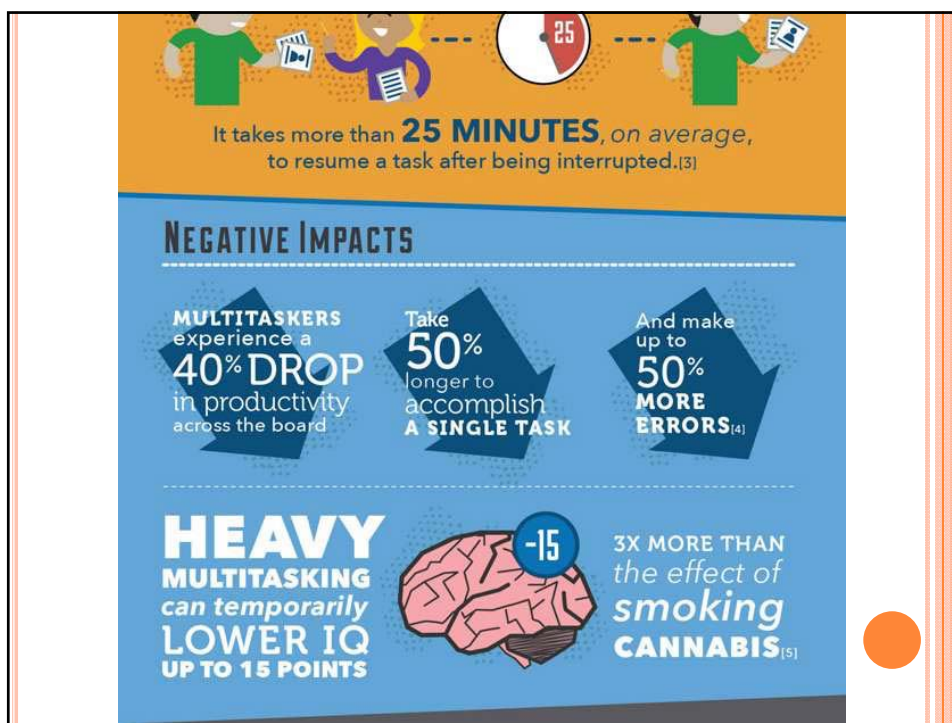
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## RESEARCH SHOWS...

**“Multitaskers are terrible at every single aspect of multitasking.** They’re terrible at ignoring irrelevant information, they’re terrible at keeping information in their head nicely and neatly organized, and they’re terrible at switching from one task to another.”

– Stanford Researcher  
Clifford Nass

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## IS MULTI-TASKING ADDICTIVE?

**Multitasking creates a dopamine-addiction feedback loop, effectively rewarding the brain for losing focus and for constantly searching for external stimulation.**



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## START EARLY – AND DO THE HARD STUFF FIRST

- **Do the hardest task first thing in the morning.**  
Dedicate a 3-hour chunk to it.







## SET GROUND RULES FOR TEAMS AND FAMILIES

- **Establish a rule for your team (or family) meetings**
- Discuss the power of focus with “laptops down or off” *and* no phone or Apple Watch use.



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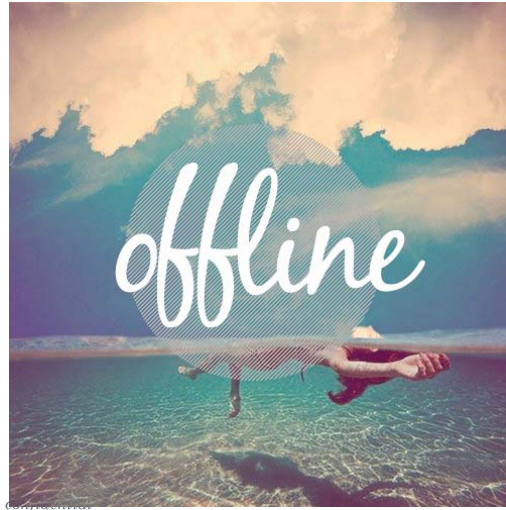
## GIVE YOURSELF PERMISSION TO BE ALONE

- **Allow your own ideas to surface.**  
Close your door. Go fishing with no bait. Hit the reset button in your brain with a long walk. Sit under a tree. Retreat to a quiet spot.
- **Seek alone time and guard it ferociously.**



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- Build “screen breaks” into your schedule, both at work and at home.
- Set aside 1-3 hours at a time so you can engage in a deeper and different way...



- **Use a single system** to capture meetings, to-do's, personal and professional.
- Plan what to do and review it the night before.

# ★★★★★ Daily To Do List ★★★★★

<p><i>Must Do</i></p> <div style="background-color: #f8d7da; height: 100px; margin-top: 10px;"></div>	<p><i>Call</i></p> <div style="background-color: #d1ecf1; height: 100px; margin-top: 10px;"></div>
<p><i>To Do</i></p> <div style="background-color: #d1ecf1; height: 200px; margin-top: 10px;"></div>	<p><i>Scheduled</i></p> <div style="background-color: #d4edda; height: 100px; margin-top: 10px;"></div>
	<p><i>Morning</i></p> <div style="background-color: #fff3cd; height: 100px; margin-top: 10px;"></div>
	<p><i>Before Bed</i></p> <div style="background-color: #fff3cd; height: 100px; margin-top: 10px;"></div>
	<p><i>Water</i></p> <div style="background-color: #f8d7da; height: 100px; margin-top: 10px;"></div>
	<p><i>I'm Thankful For</i></p> <div style="background-color: #f8d7da; height: 100px; margin-top: 10px;"></div>

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### CONTROL EMAIL USE (IT'S GOING TO BE TOUGH!)

- Schedule when and how often you check your email. EX: check email only every 2 hours, 8 am – 6 pm. You can do it!



### AVOID COMPUTER USE FOR THE FIRST AND LAST HOUR OF THE DAY

- A 2012 U.C. Irvine study found that **spending time away from email significantly improves one's ability to focus.**







## FORTIFY WORK-LIFE BALANCE

- All work and no play makes you a far less effective worker.
- Studies show that making **predictable, required time off** boosts job performance.



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## SWAP CAFFEINE FOR CARDIO

- Physical activity has been shown to sharpen focus, possibly because it can help trigger the release of chemicals in the brain that are thought to affect learning and memory.





## DRINK MORE WATER!

A 2012 study in *The Journal of Nutrition* found that mild dehydration (so subtle that you don't really feel it) can lead to inattention.



## BE DELIBERATE ABOUT WHAT DESERVES YOUR FOCUS

- **Start each day with self-awareness.** What is the most important thing to pay attention to? Why?
- **What might hijack that important thing?** How can you combat it?
- Start training your mind to be goal-focused – and **practice strategies** to maintain that laser-sharp concentration.



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## FREE RESOURCES FOR FOCUSING IN THE DIGITAL AGE

- “Organized Mind – Information Overload” by Daniel J. Levitin. *TheGuardian.com*
- “How Multi-Tasking Hurts Your Brain (and your Effectiveness at Work)” by Jessica Kleiman. *Forbes.com*.
- “Three Simple Ways to Improve Your Focus” by the Daily Muse. *Forbes.com*
- “Attention Scatterbrains! 4 Proven Tricks to Help You Focus” by Camille Noe Pagan. *Oprah.com*.

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## CONNECT

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**How helpful was this? 1 (not much) – 5 (super)**

**For links, details and references, see our post:**

[3 Credos Growth-Based Collaborators Have for Holding Better Meetings](#)

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