


ADIGO™


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**



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AGENDA

- Intro's
- The challenge of focusing in our world
- 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 ☺!

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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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It takes more than **25 MINUTES**, on average, to resume a task after being interrupted.[3]

NEGATIVE IMPACTS

MULTITASKERS experience a **40% DROP** in productivity across the board

Take **50%** longer to accomplish **A SINGLE TASK**

And make up to **50% MORE ERRORS**[4]

HEAVY MULTITASKING can temporarily **LOWER IQ UP TO 15 POINTS**

-15 **3X MORE THAN the effect of smoking CANNABIS**[5]

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IS MULTI-TASKING BAD FOR OUR BRAIN?

Multitasking increases the stress hormone cortisol as well as the fight-or-flight hormone adrenaline, which can overstimulate your brain and cause mental fog or scrambled thinking.

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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.**

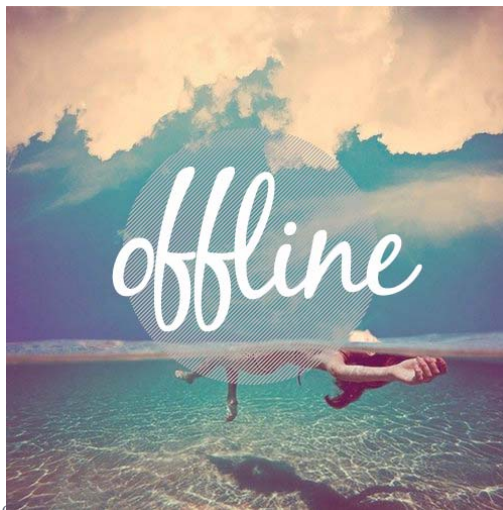


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SCHEDULE SCREEN BREAKS

- 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...



KEEP TRACK OF EVERYTHING IN 1 PLACE

- **Use a single system** to capture meetings, to-do's, personal and professional.
- Plan what to do and review it the night before (but not right before bed!).



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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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