

Fortify Your Focus

DR KRISTY
GOODWIN

Stop digital distractions denting your productivity



WHY ATTENTION MANAGEMENT IS A SUPERSKILL

Most knowledge workers now have a 6 minute attention span! Learning how to focus and manage your attention in a digital world that's designed to hijack and hold your attention is a superskill. Being able to focus boosts not only your productivity but also your wellbeing. It takes the average adult 23 minutes to reorient their attention after a distraction (resumption lag).



WHY TECHNOLOGY DIVERTS OUR ATTENTION

The digital tools we use for work and leisure:
// cater for our 3 basic psychological needs (connection, competence & control);
// cause neurobiological changes (dopamine, adrenaline, activate our stress response);
and
//use a range of persuasive design techniques to make them hard to resist (alerts, notifications, metrics).



COSTS OF MULTI-TASKING

There are switch costs associated with multi-tasking. Even though we think we're multi-tasking, we're actually engaging in continuous partial attention and leaving behind 'attention residue'. Multi-tasking burns through glucose (energy), releases cortisol (stress hormone) and sends information to the wrong part of the brain (it bypasses the hippocampus which is the memory centre). Error rates are 50% and it takes 40% longer to complete tasks when we multi-task.

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WE HAVE ANCIENT BRAINS TRYING TO OPERATE IN AN ALWAYS-ON, BUSY DIGITAL WORLD. OUR BRAINS WERE DESIGNED TO FORAGE FOR INFORMATION, NOT HAVE IT CONSTANTLY THRUST AT US. WE HAVE TO WORK WITHIN OUR NEUROBIOLOGICAL CONSTRAINTS.

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About Kristy

Dr Kristy Goodwin is one of Australia's leading digital wellbeing researchers, speakers, authors & media commentators. She provides brain-hacks for peak performance in a digital age. Kristy helps corporate teams and high-performers optimise their wellbeing and productivity so they can thrive in the digital world.

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HACK BACK YOUR ATTENTION

1. Use Neuro-Productivity Tactics- map your workday schedule to your chronotype (genetic profile for your energy). Stop as many digital distractions during your peak-performance window so you can undertake deep work without diversions. Work in sprints, not marathons (speedy meetings, regular breaks, movement). Protect your sensory systems (wear noise-canceling headphones, listen to music (soft, slow & familiar), do a digital declutter, have a designated workspace.

2. Disable Distractions- mono-task don't multi-task, manage team 'tech-pectations' (establish a communication plan), minimise people distractions, proximity strategy (out of sight), remove tech-temptations' from home screen, set phone to greyscale, disable non-essential notifications, bundle essential notifications, create VIP notifications, maximise screen windows, activate Do Not Disturb mode, log out or close app, limit use at night, use tech tools (Forest app, Pocket and Rescue Time) and use an email auto-responder.

3. Digital Disconnection- plan micro (short daily breaks), meso (predictable weekly time off) and macro breaks (full days off each month). Don't aim for a #digitaldetox (they create binge and purge cycles). Allow regular time for boredom- it's great for physical and psychological wellbeing and ideation. Your brain and body doesn't work like a machine... it needs regular recharging. Unplugging for short periods of time is essential and should be valued and shared within workplaces to eradicate the culture of busyness.

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LEARN HOW TO BUILD A FORTRESS AROUND YOUR FOCUS.

DISABLE DIGITAL DISTRACTIONS, WORK WITHIN YOUR BIOLOGICAL CONSTRAINTS & DIGITALLY DISCONNECT. ”



Let me help you to thrive in the digital world

I share regular tips and tricks on social media (the irony isn't lost on me) and in my newsletter. Access my FREE eBook Five Essential Digital Productivity Hacks (sign up here and I promise not to add to your email overwhelm). I also have two eCourses that you can access at your own pace to help you thrive online.



TAMING
EMAIL



DIGITAL
WELLBEING
RESET