

Stop Digital Burnout

DR KRISTY
GOODWIN

Understand the science of productivity & wellbeing in the digital age



WHY ORGANISATIONS ARE SEEING DIGITAL BURNOUT?

- 1. Digital load has increased** placing significant demands on our brains & bodies. In particular, digital demands from email, communication tools and video conferencing have increased.
- 2. We have biological constraints** that we can't outperform. We're multitasking, working in 'marathons' not 'sprints' and have confused cognitive associations working away from the office causing extra demands on our brains.
- 3. An 'always on' culture** has resulted in employees struggling to 'switch off' psychologically and/or physically, which is impacting both their wellbeing & performance.



SCIENCE-BACKED SOLUTIONS-

In order to tackle digital burnout we need individuals to:

- // Work within their biological constraints (e.g. mapping their workday to their chronotype. Take the quiz here);
- // Mono-task, not multi-task;
- // Create congruent cognitive associations- physical and auditory triggers to discriminate between work and home;
- // Establish power-up and power-down rituals; and
- // Apply digital wellbeing initiatives to their work and personal lives (for example, 20-20-20-20 rule for vision and avoiding book-ending your day with a screen.



LEADING TEAM EXAMPLES

Many organisations now recognise that supporting their employees' and leaders' wellbeing and productivity in a digital landscape requires training & support. These are some of the innovative things organisations are doing to counteract digital exhaustion:

- // Establishing a communication policy to manage 'tech-pectations';
- // Adopting an asynchronous-first approach;
- // Running focus sprints;
- // Prescribing meeting-free times; &
- // Establishing collaboration hours.

If your workplace is looking for training or keynote presentations that address this topic, please schedule a time with me to determine how I can support your workplace transition to a productive hybrid model of work.

“

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.

”



About Kristy

Dr Kristy Goodwin is one of Australia's leading digital wellbeing & productivity researchers, speakers, authors & media commentators. She provides brain-solutions 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.

 WEBSITE

 LINKED IN

 INSTAGRAM