

HOW TO DO FOCUSED WORK IN A WORLD OF DIGITAL DISTRACTIONS

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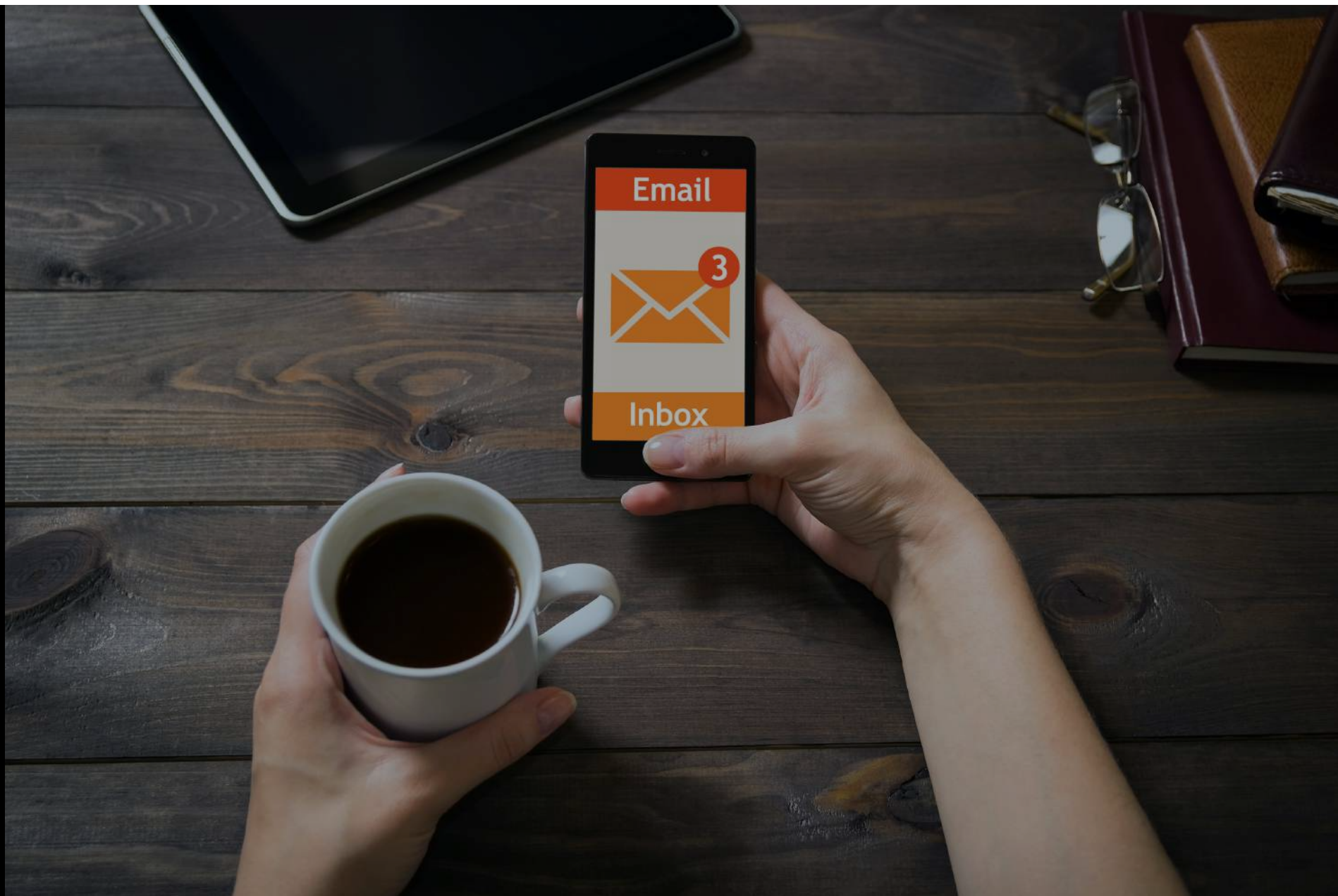
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6 minutes







I was setting my day up to
REACT to other people's "stuff".

And there were other problems too...

I was constantly getting interrupted by emails, my phone, my team.

I was doing “just checks” when I felt stuck on something, which was every few minutes.

I was eating lunch at my desk and not taking proper breaks.

I lost track of my own goals because I was constantly reacting to other people's.

The office was no longer a place where I could get “work” done.



EXPERIMENT

Happy Birmday to you
Happy Birmday to you
Happy Birmday dear mum
Happy Birthday to you

20 19 18 17 16 15 14 13 12
11 10 9 8 7 6 5.

Happy Birthday to you

20 19 18 17

Happy Birmday to you
Happy Birmday to you
Happy Birmday dear mum
Happy Birthday to you

20 19 18 17 16 15 14 13 12
11 10 9 8 7 6 5.

Now let's try something else.

Think about a pink elephant.

**Now, at the same time,
what does $15 + 8$ equal?**

[illegible]

- 
- A man in a grey suit is seen from the back, sitting at a desk. He is looking at a computer monitor. The monitor displays a list with two items. To the left of the monitor, there is a small metal mesh container holding pens and pencils. The background is a bright office with large windows showing greenery outside.
- 1. Goal shifting**
 - 2. Rule activation**

Task switching costs us up to 40% of time.



Be a monotasker

DEEP WORK



RULES FOR
FOCUSED
SUCCESS
IN A
DISTRACTED
WORLD

Cal Newport

Author of So Good They Can't Ignore You

Shallow work
v
Deep work

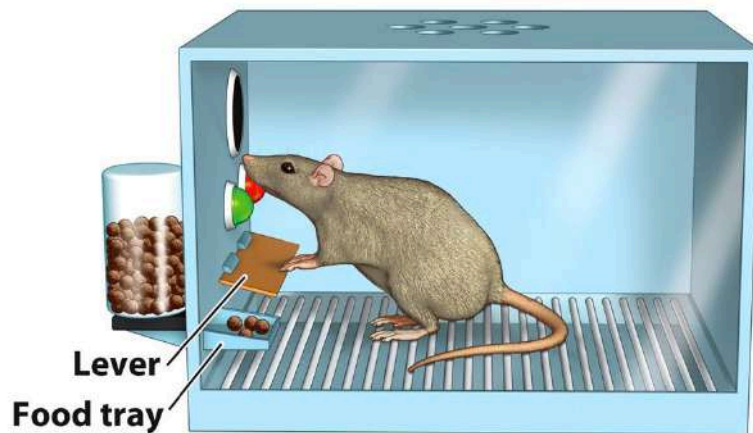
**How had I let Shallow Work
take over my life?**



B.F. Skinner



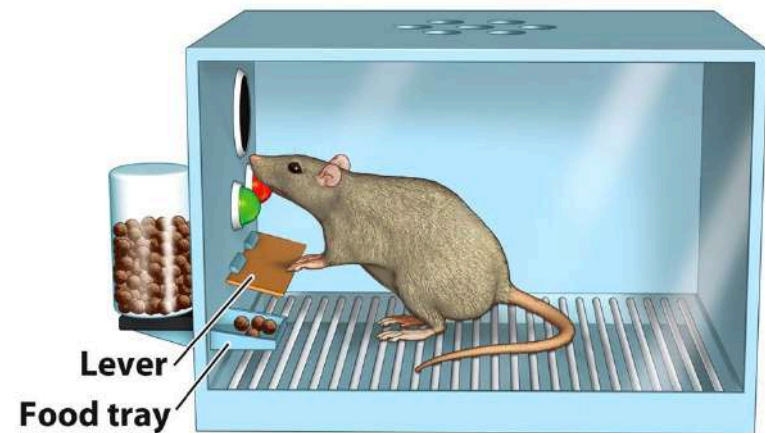
Positive reinforcement



Psychological Science, 4/e Figure 6.14b
© 2013 W. W. Norton & Company, Inc.

(Food given every time)

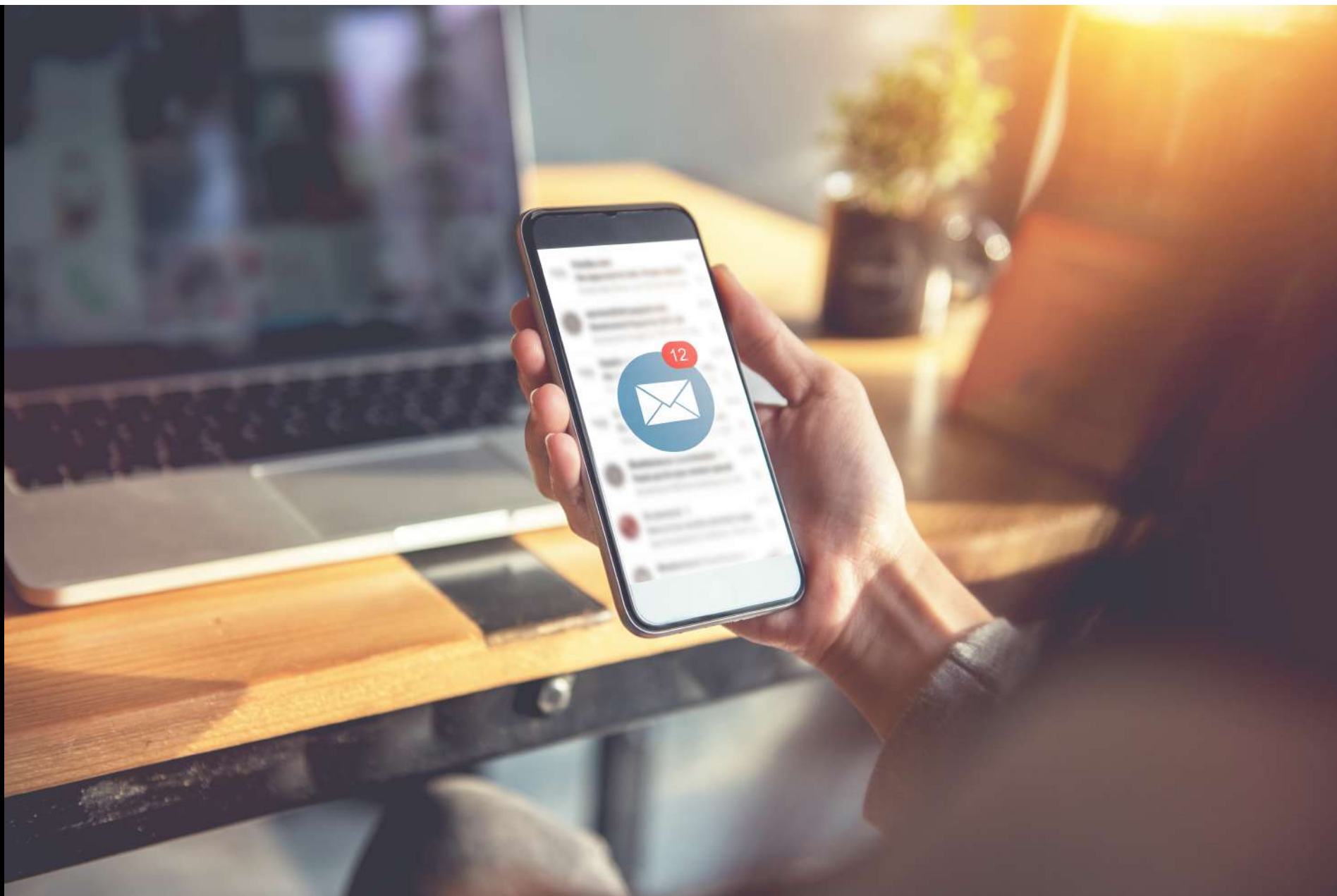
Positive random reinforcement



Psychological Science, 4/e Figure 6.14b
© 2013 W. W. Norton & Company, Inc.

(Food given randomly)









Shallow work is highly addictive

THE INTERNET



Research
Paper



Cartoon: Dorothy Barescott

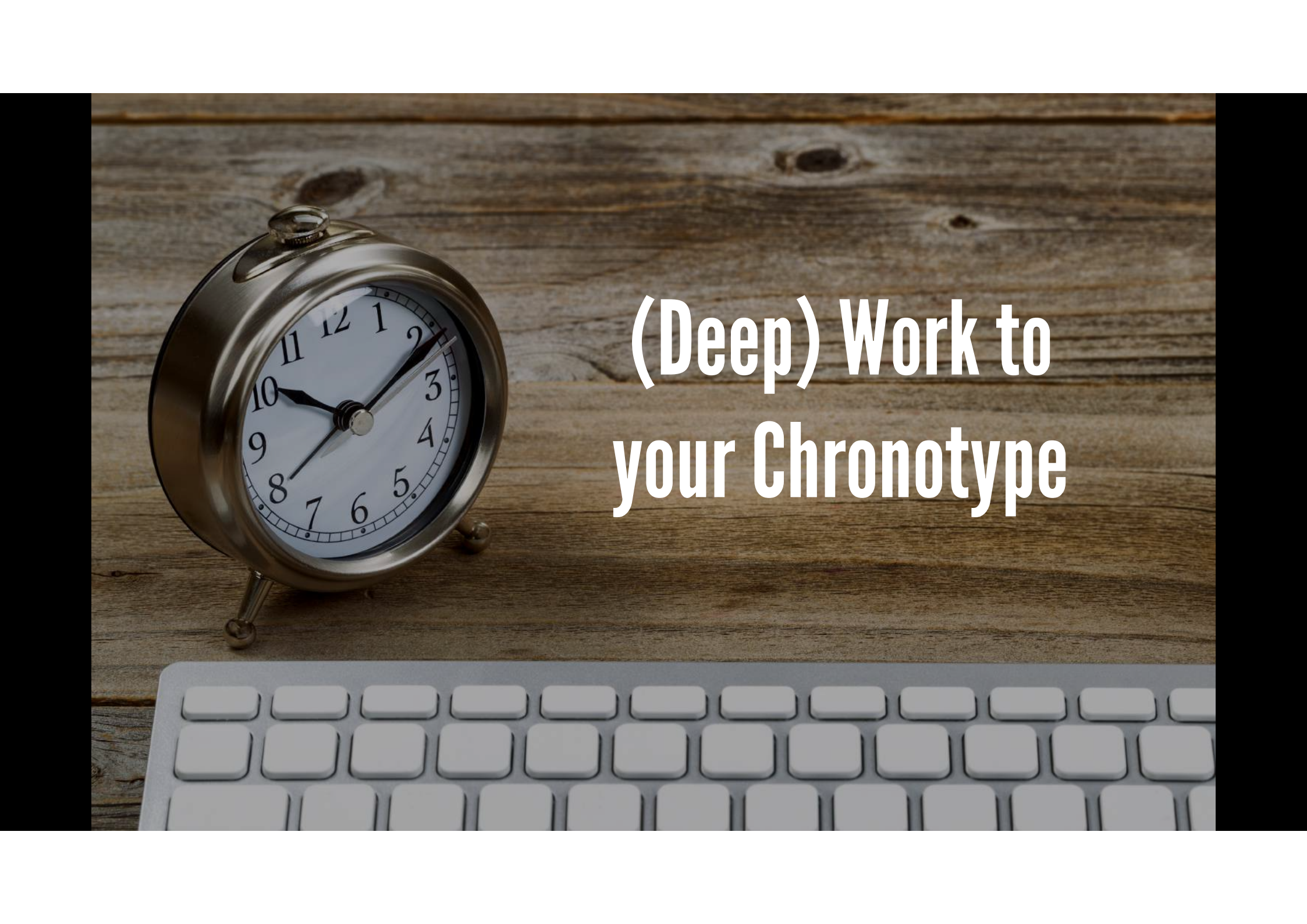
**To get deep, focused work
done, we need to develop a
Deep Work routine**



Most people have the
highest cognitive
functioning in the first
TWO HOURS
after they're fully awake.



**But Owls peak in
the evening!**

A vintage silver alarm clock with a white face and black numbers is positioned on a rustic wooden surface. The clock's hands indicate a time around 10:10. In the foreground, the top portion of a white computer keyboard is visible. The background is a dark, textured wooden surface with prominent grain and knots. The overall lighting is soft, creating a warm and focused atmosphere.

(Deep) Work to your Chronotype

**Book your Deep
Work meeting in
your diary.**

Deep Work: DO
NOT BOOK OVER
8am – 12pm

Deep Work: DO
NOT BOOK OVER
8am – 12pm

**But where should you do
Deep Work?**

Most offices kill Deep Work



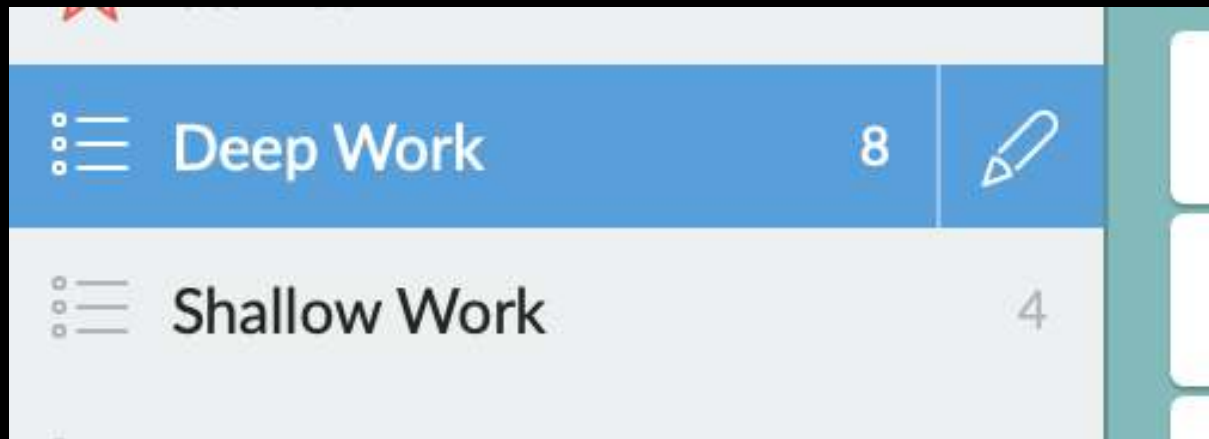
**Find your focus
place and block out
all distractions**








But what should you work on?

Split your to-do list into Deep Work and Shallow Work



A screenshot of a to-do list application interface. The interface is divided into two main sections: 'Deep Work' and 'Shallow Work'. The 'Deep Work' section is highlighted with a blue background and contains the number '8'. The 'Shallow Work' section has a light blue background and contains the number '4'. Both sections have a list icon on the left and an edit icon on the right. A red star icon is visible in the top left corner of the interface.

	Deep Work	8	
	Shallow Work	4	



SO WHAT NOW?



**HOW I
WORK**

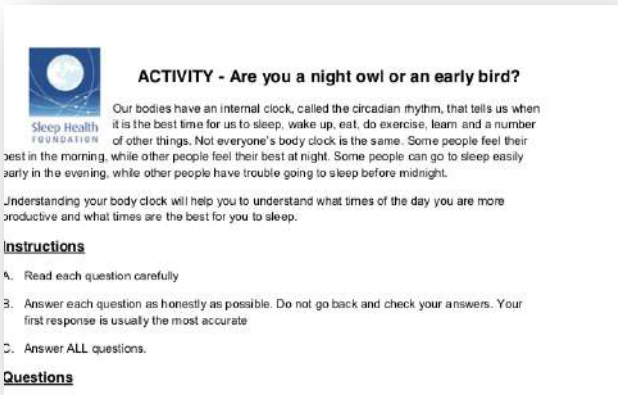
A graphic featuring the text "HOW I WORK" in a bold, dark blue, sans-serif font. The text is centered against a teal background. A solid orange semi-circle, representing a rising sun, is positioned behind the letter 'O' in the word "WORK". The bottom of the graphic is a solid dark blue horizontal bar, which the sun appears to be rising over.



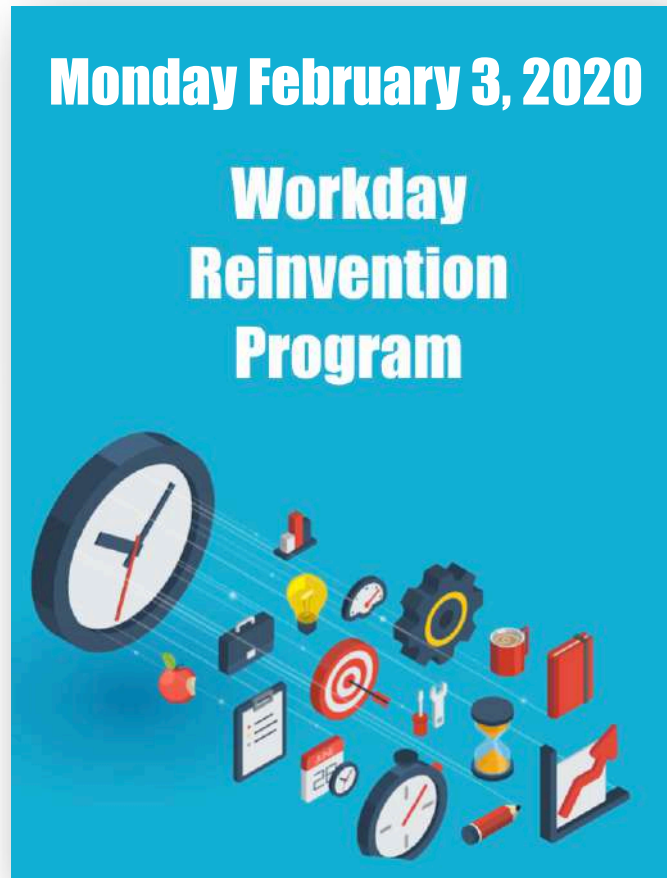
SMS YOUR EMAIL TO 0488 824 311




Slide deck





Chronotype Assessment



Workday Reinvention Program

Productivity  27%

Energy levels  36%

Stress  21%

I promise to stop making things take 40% longer by multi-tasking.

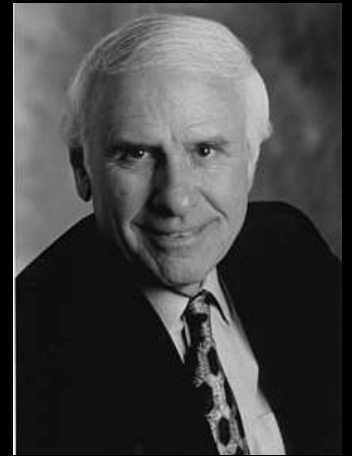
I promise to stop being a Shallow worker, and instead, prioritise Deep Work.

I promise to create a Deep Work routine and invest in F*-off headphones.**

“

Time is more valuable than money. You can get more money, but you cannot get more time.

Jim Rohn



THANK YOU

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