

THE SCIENCE OF HOW TO DESIGN YOUR MOST EFFECTIVE WORKDAY

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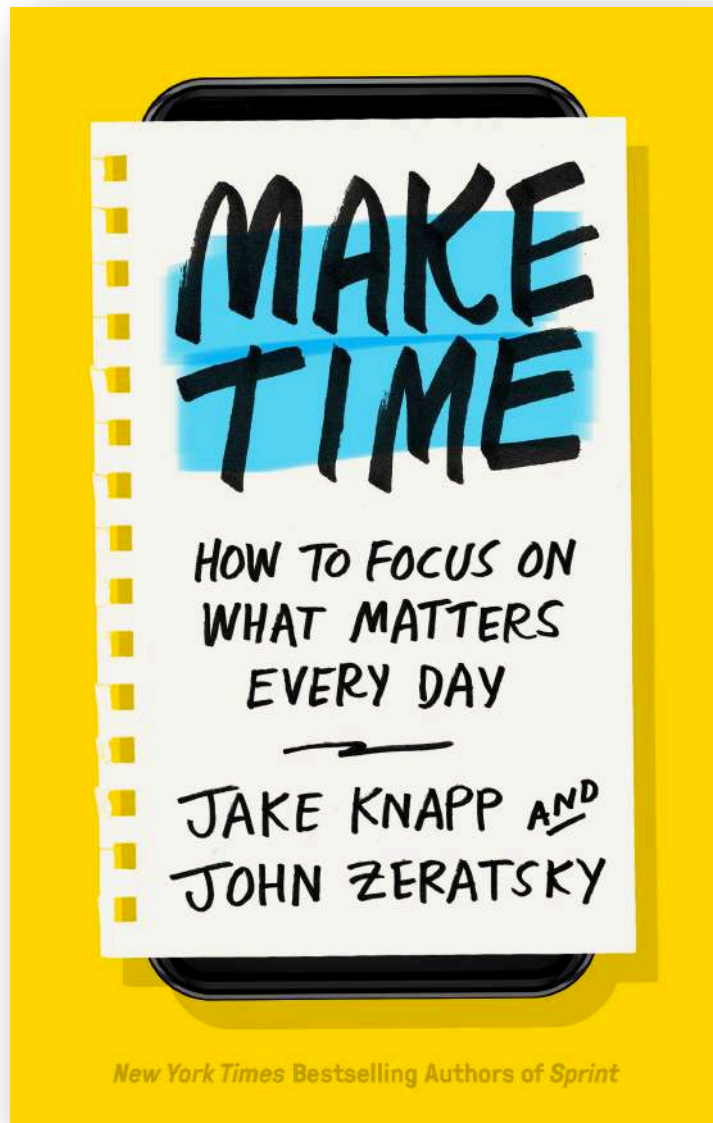
Did you check your email before 9am today?

**Did you check your social media feed before
9am today?**

**Have you answered “busy” when someone asked
how you are this week ?**

**Have you been interrupted by a notification on
your phone today?**

**Did you spend any day this month deliberately
crafting what your work day looked like to
create your best day ever?**



We are stuck on default



6 minutes

A woman with blonde hair, wearing a yellow patterned top, is holding a silver smartphone in her hands. She is looking down at the screen. The background is blurred.

**We spend an average of 4
hours per day on our phone.**

**Half of this time is spent on
the top 5 social platforms.**

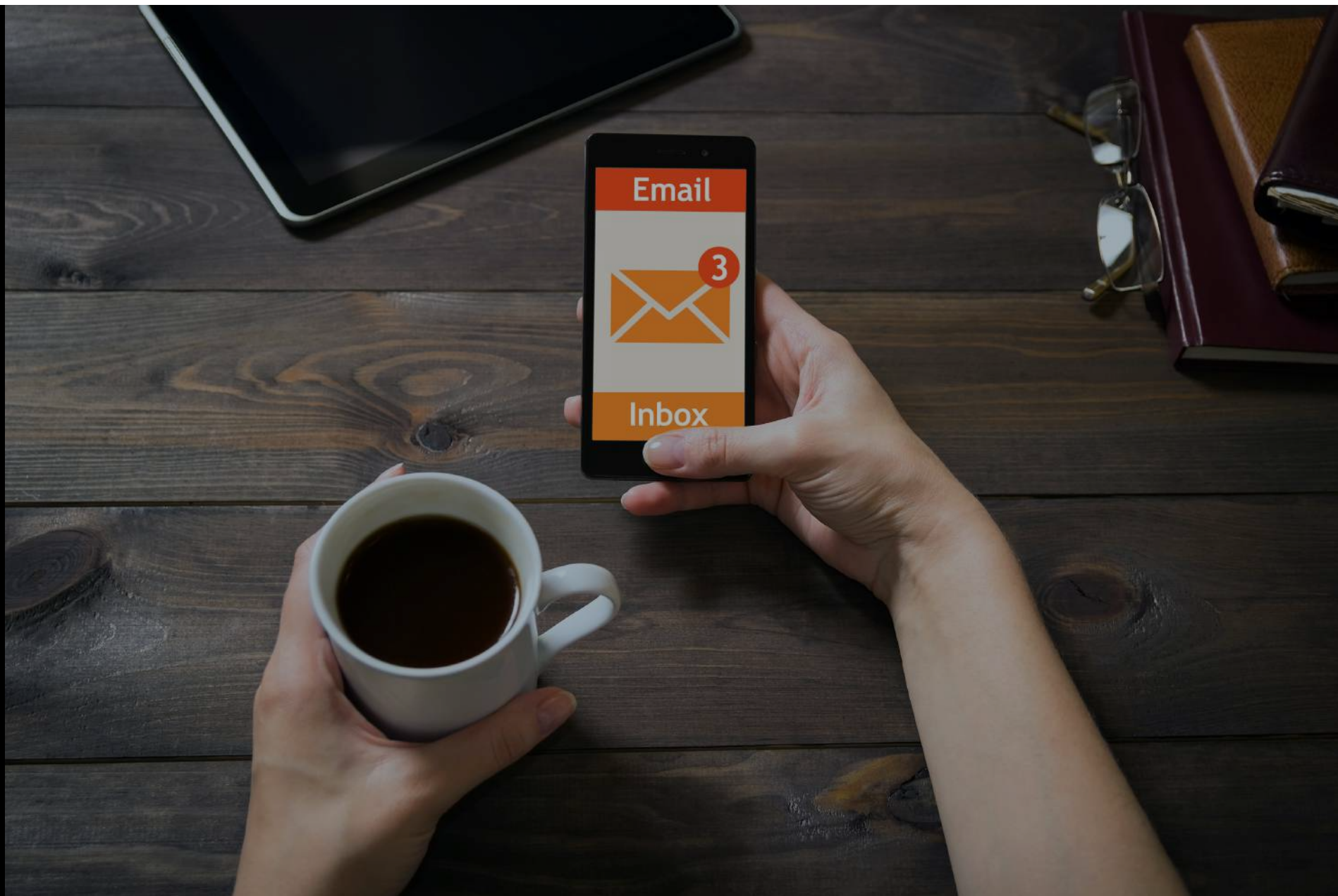
**We spend an average of 4 hours
per day watching TV.**



A photograph of a busy city street with many pedestrians. In the center, a woman wearing a bright red puffer jacket and a purple shirt is looking down at her smartphone. She is standing on a paved sidewalk. The background shows other people walking, some blurred to indicate motion, and trees with green and yellow leaves. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text.

Distraction is literally a full-time job







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

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



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?**



Multitasking = Task Switching

- 
- 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.

“ If, like most, you rarely go more than 10 – 15 minutes without a “just check”, you have effectively put yourself in a persistent state of self-imposed cognitive handicap.

Professor Cal Newport, author *Deep Work*





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

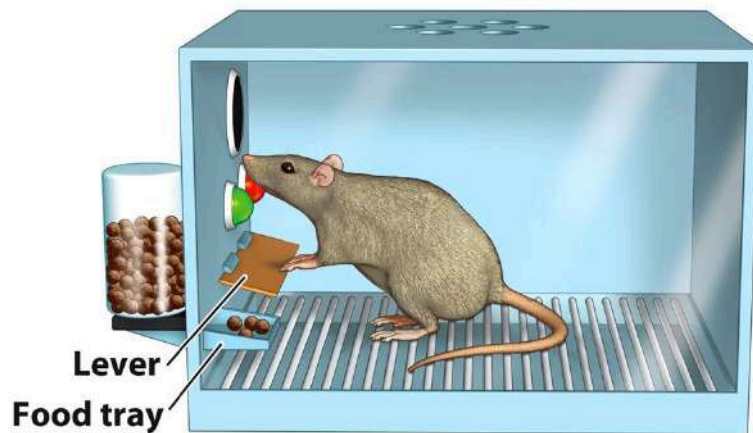
**How had I let Shallow Work
take over my life?**



B.F. Skinner



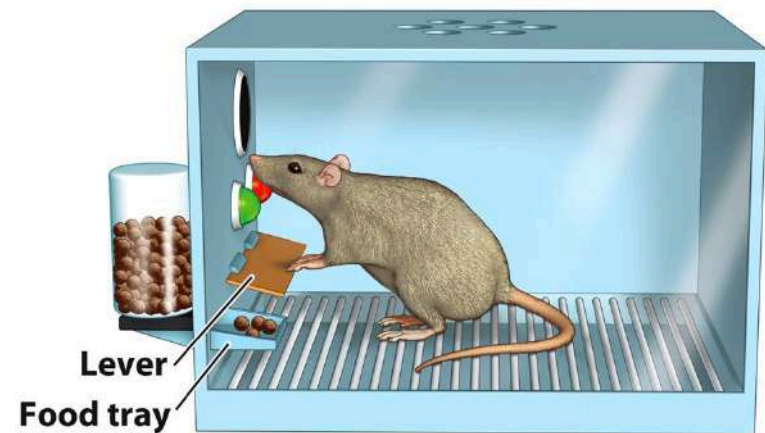
Positive reinforcement



Psychological Science, 4/e Figure 6.14b
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(Food given every time)

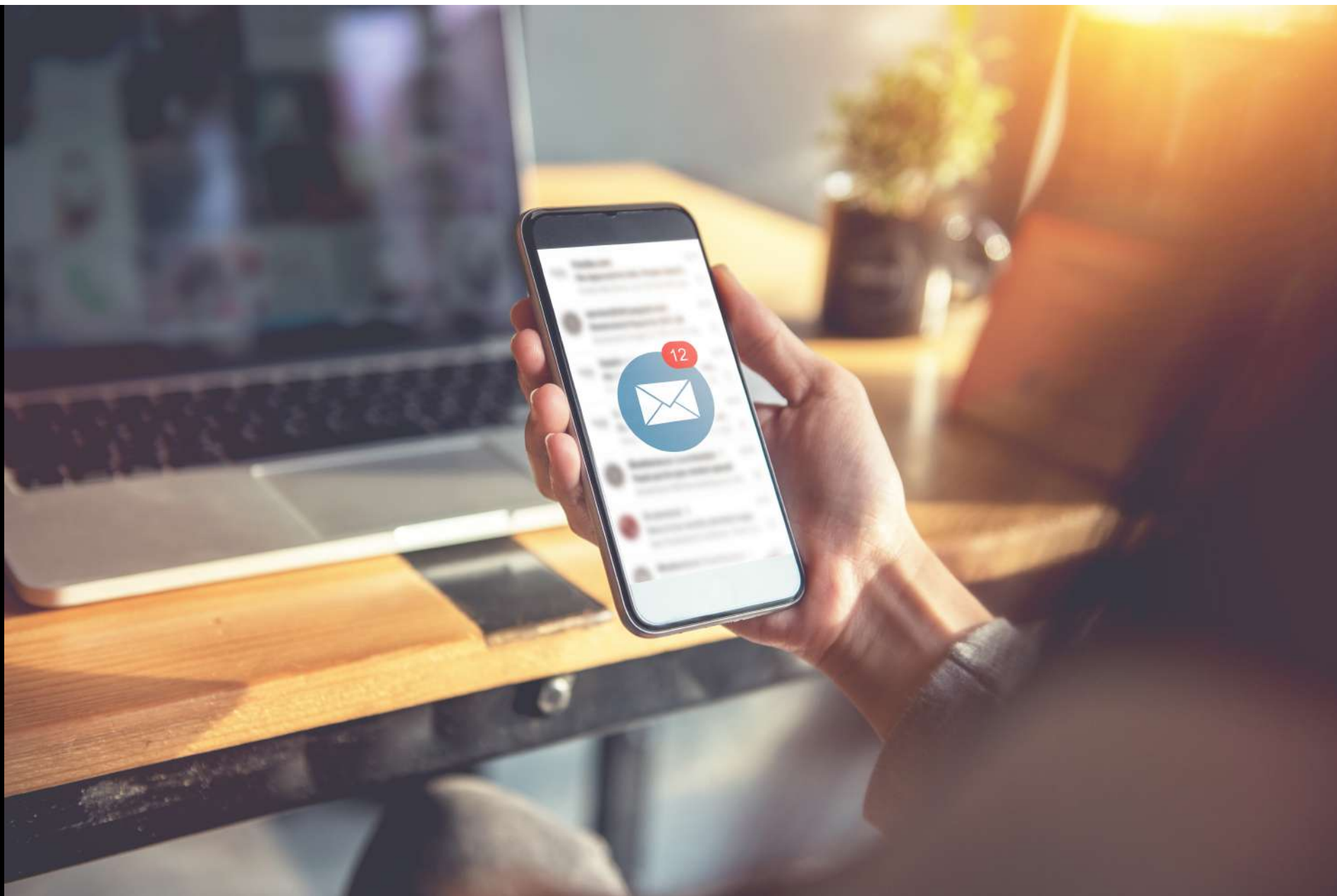
Positive random reinforcement



Psychological Science, 4/e Figure 6.14b
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(Food given randomly)









Shallow work is highly addictive

THE INTERNET



Research
Paper



Cartoon: Dorothy Barescott

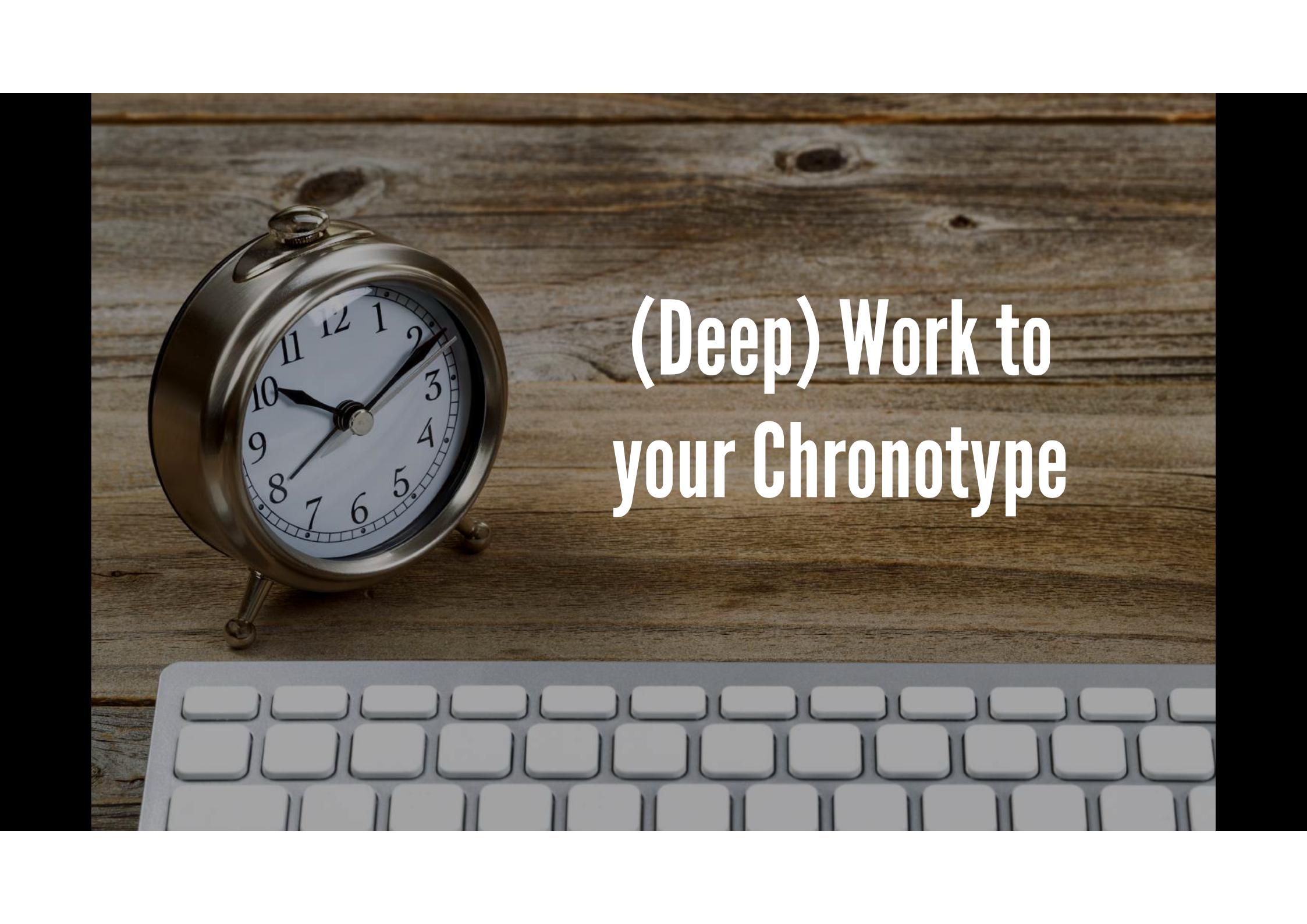
**To get deep, focused work
done, we need to develop a
Deep Work routine**



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

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

Most offices kill Deep Work



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



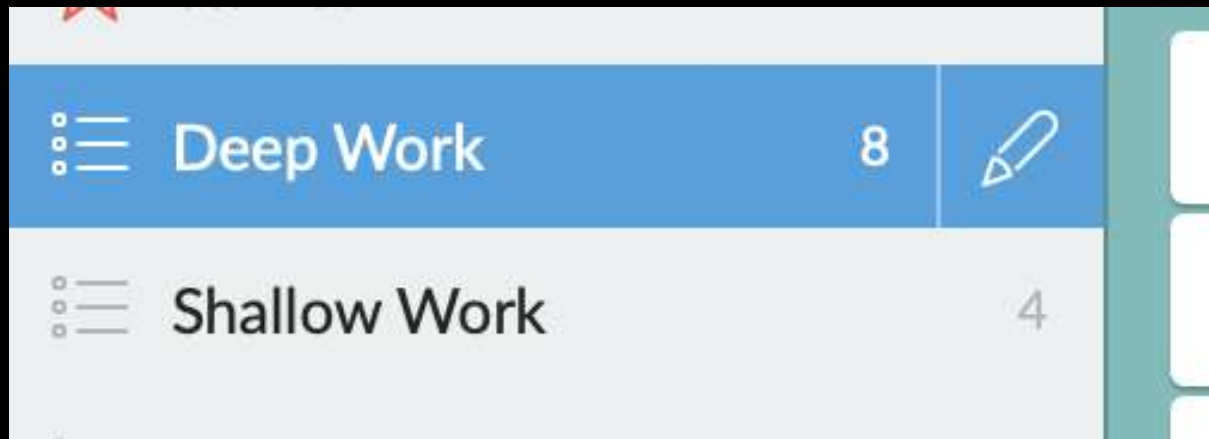
**Book your Deep
Work meeting in
your diary.**

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




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

But 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 a list of tasks with a count of 8. The 'Shallow Work' section has a light blue background and contains a list of tasks with a count of 4. Each section has a list icon on the left and a pencil icon on the right, indicating editing capabilities.

	Deep Work	8	
	Shallow Work	4	

“

**I can resist everything
except temptation.**

Oscar Wilde

**Willpower is a
limited resource**



Go full screen



Delete an app



freedom.to

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Password must contain at least six characters

SIGN UP

Already have an account? [Log in here.](#)

[Reset your password.](#)



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 word "WORK", partially obscured by the letter "O". A solid dark blue horizontal bar at the bottom of the image represents the horizon.



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RESOURCE PACK

Slide Deck

**Chronotype
Assessment**

Deep Work Map

**10 tips for doing
meaningful work**

INVENTIUM.COM.AU / STUFF

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

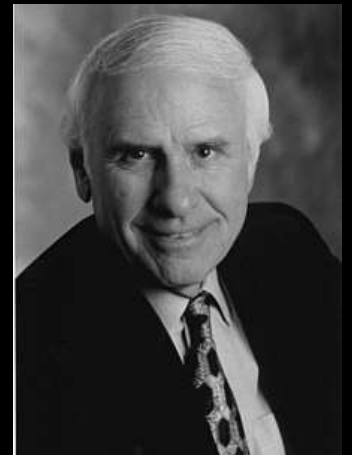
I promise to stop being a Shallow worker, and instead, prioritise Deep Work.

I promise to use tech hacks to lock myself out of digital temptations.

“

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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