

5 WAYS TO STAY FOCUSED AND IMPROVE PRODUCTIVITY

Here are our top tips to help you stay calm and productive in a noisy world. We hope they help you think about how you can focus your attention – it's not about time management, working harder or doing more, it's about focusing on the things that matter.



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Communications**
www.redefiningcomms.com

“The key is not to prioritise what’s on your schedule, but to schedule your priorities.”

Stephen Covey

Business motivational speaker and author

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TURN OFF NOTIFICATIONS



We are easily distracted because our brains are naturally curious and like novelty. When something pings on our screen or our phone we are interrupted, and our brain will want to check it out. It can become addictive to keep checking, and an additional source of stress. It takes us 23 minutes to recover from these types of interruptions.

TAKE A BREAK



Research suggests we should spend 52 minutes on focused work followed by a 17-minute break. This will be different for everyone, but make sure you aren't trying to spend too much time on concentrated work – we all need a break!

YOU CAN'T MULTITASK



No one can! Multitasking increases the time it takes to complete a task by 40%! Stay focused on one thing at a time and be present in the meeting, conversation or on the specific piece of work.

USE TIMERS AND MIX UP TASKS



Setting a timer for your work helps you stay focused. When the timer goes off, you can give yourself a reward for completion – maybe a cup of tea or a walk. Mixing up tasks also helps, as the brain can move from deep work to admin and back again. Try timers to help you focus on a project and then admin and then back to the project.

THE RULE OF FIVE THINGS



Your to-do list for a day should be a maximum of five things – maybe one big and four small, or two big and three small. But never five big tasks. Remember, your day is made up of interruptions, reactive things you need to deal with and general life stuff! Don't put the pressure on with a big list.

We hope you find this bite-sized guide useful.

If you feel like you're in a productivity rut, we run a Power of Productivity Workshop for teams. This will help you focus your attention, find out what stops you from getting things done, learn that being busy is a myth and discover the importance of setting boundaries.

To find out more, please email info@redefiningcomms.com and we can arrange a time for a chat.

Recommended reading:

Busy: how to thrive in a world of too much

Tony Crabbe (*The stats in this guide are from this book)

Deep Work: rules for focused success in a distracted world

Cal Newport



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