



MULTITASKING ✦ ✦ VS FOCUS ✦ ✦

Less input means more output.

Less input means more output. Multitasking has been perceived as a productivity hack, but it actually reduces efficiency. When switching tasks, it makes our brain refocus and reorient itself in the new tasks. This constant switching increases mistakes, reduces efficiency and drains our mental energy.

Focused work is where productivity is at its best. When we focus solely on one task, it allows our brain to engage deeper and retain information better. The best way to increase focused work is to eliminate distractions and minimize interruptions. To get better at deep work, you must train your brain to focus for longer.

Here are some ways to help your brain focus for deep work:

- Find a space where you can have uninterrupted work time
- Keep your phone on silent or airplane mode when working
- Limit your phone time while working
- Practice yoga or meditation: these exercises train focus and encourage stillness
- Puzzles, writing or reading: for an extended period will improve your ability to focus