



# Elevate Your Focus

Stop the noise. Start thinking bigger.

Please  
review the deli so I  
can send to the  
client.



**What's your  
biggest  
distraction?**

# Our Itinerary

Distraction



Focus



Attention Anchors







15:47

SNAPCHAT  
Nantwich(ish) Peeps  
from Dominic Rogers

Messages

Fantastical

Google Maps

Facebook Page

Facebook

Swarm

1Password

Met Office

Wallet

Activity

VNC Viewer

Google

App Store

YouTube

Music

Telegram

Messenger

Settings

Photos

Camera



# Decision fatigue

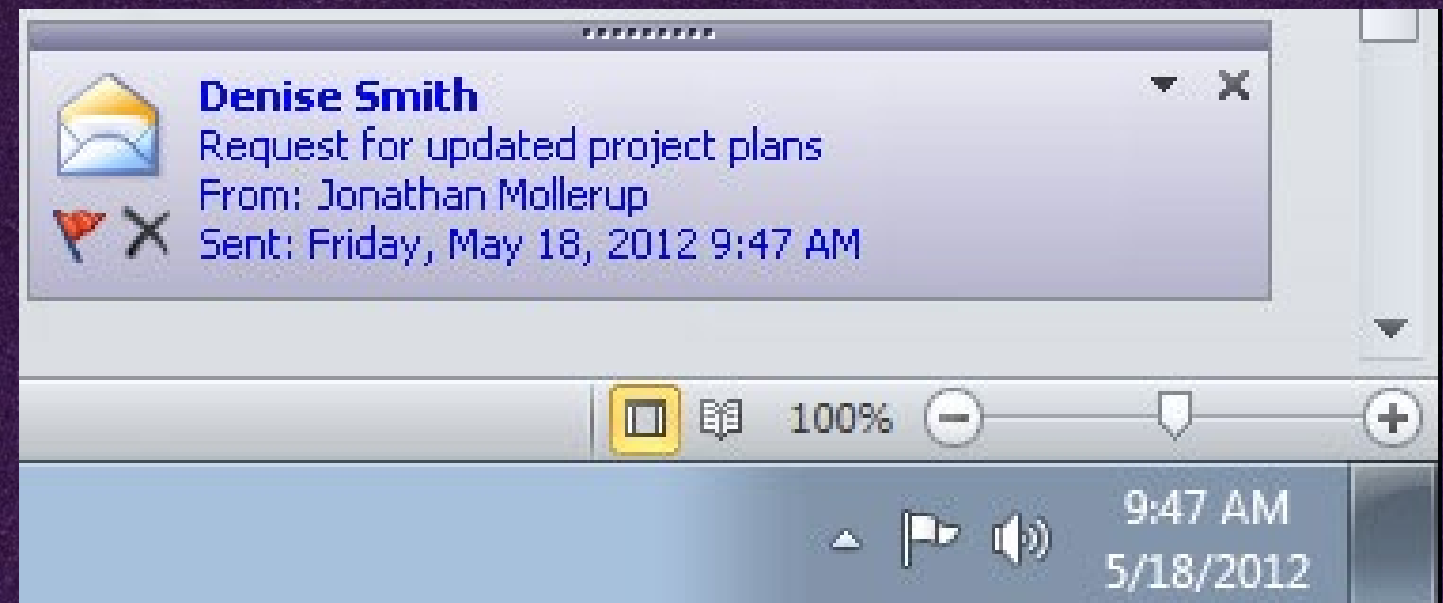
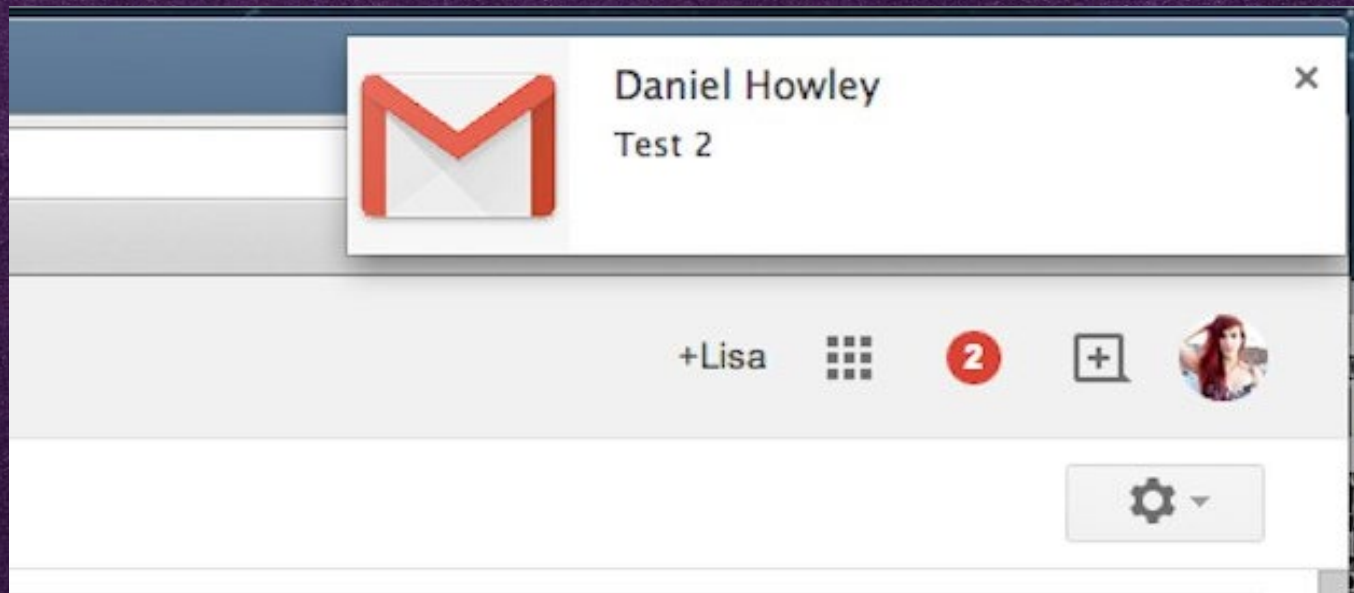
= decision avoidance

= the deterioration of our ability to  
= procrastination  
make good decisions.

= reduced willpower









FILE HOME **SEND / RECEIVE** FOLDER VIEW GROUPS

Send/Receive All Folders Update Folder Send All Send/Receive Groups Send & Receive

Show Progress Cancel All Download Preferences Work Offline

January 2014

| SU | MO | TU | WE | TH | FR | SA |
|----|----|----|----|----|----|----|
| 29 | 30 | 31 | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |

January 6 - 10 2014

MONDAY 6

Google

Mail PAUSE

COMPOSE

Inbox (13)

New! Read Receipts for

Unread

< **Set status message**  
MeganB@ [redacted]

Focusing until 2:30

19 / 280

☒ Show when people message me ⓘ

Clear status message after

Custom ▾

Tue Jun 11 2024 📅 2:30 PM ▾

[Schedule out of office](#) **Done**

Contoso Sign out

 **Megan Bowen**  
MeganB@ [redacted]  
[View account](#) ⓘ

 Do not disturb >

 Set work location >

Focusing until 2:30  
Display until 2:30 PM

# What chat sender sees



Status of Megan Bowen: Focusing until 2:30

Hey Megs, I have an update on the Northwind Project.

# Cost of Distraction

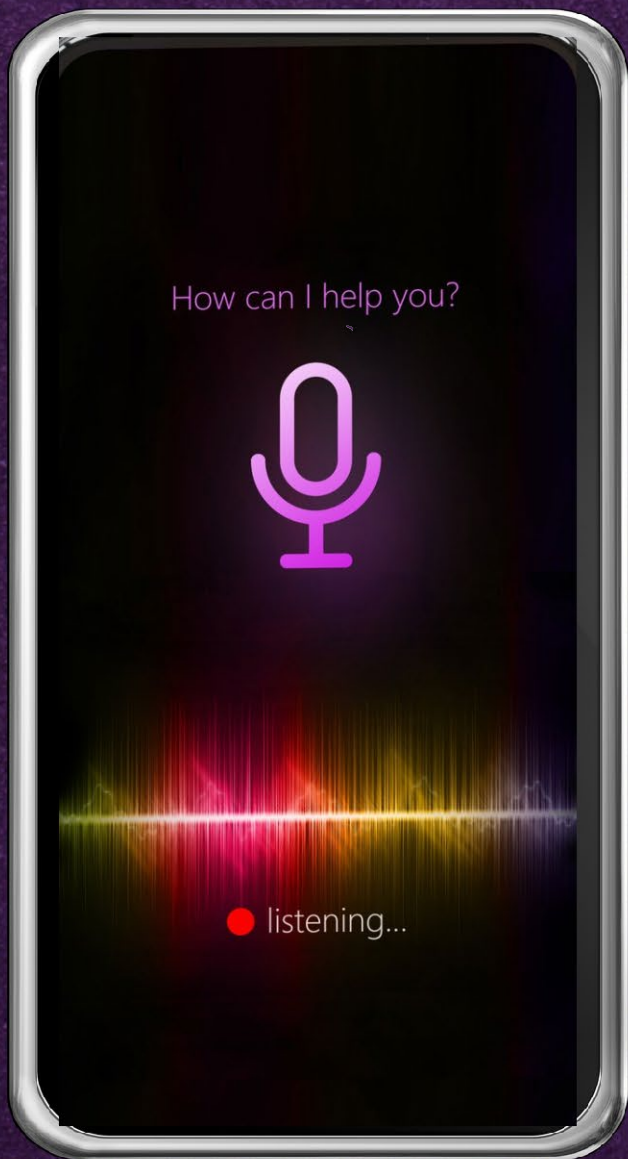


**23 minutes to regain focus**

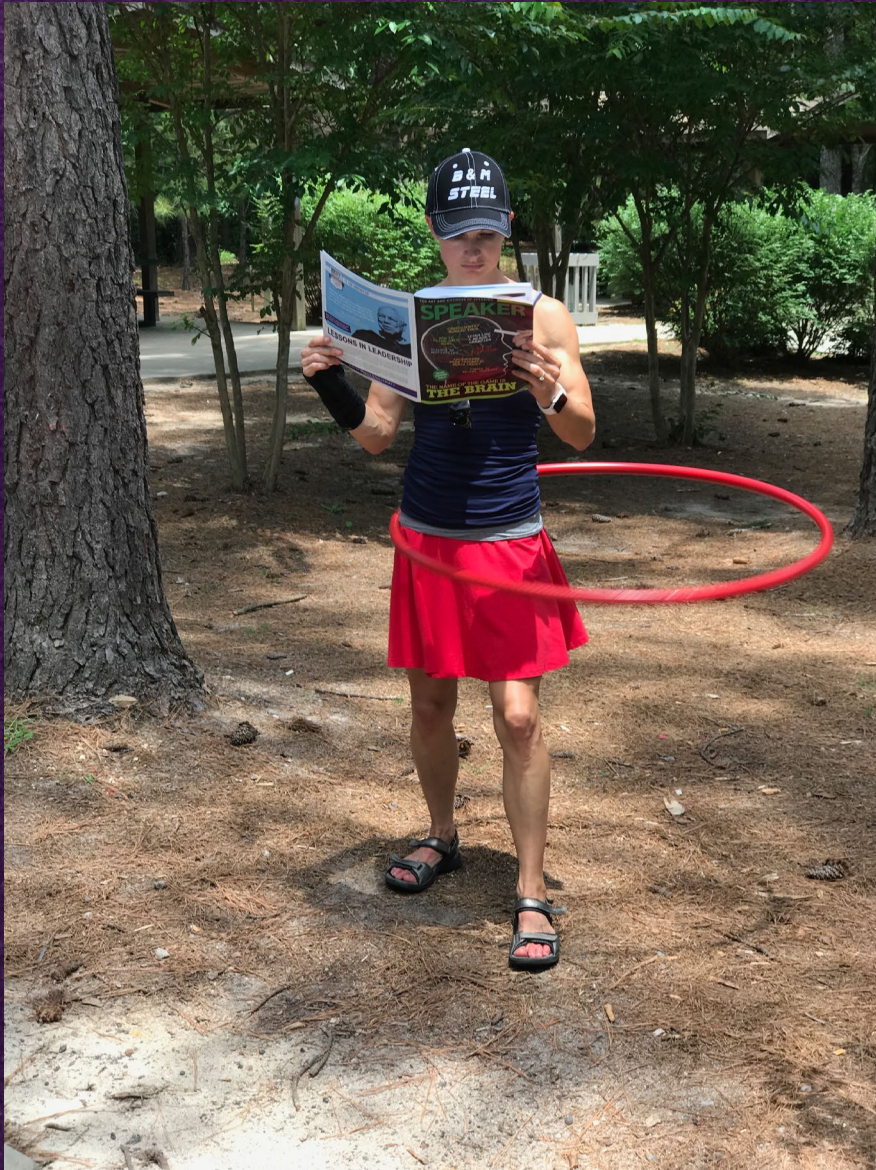
**10 interruptions = ~4 hours**

**\$150/hr - \$132,000 per year**

*Focus leaks cost you time....and real money.*







Program Logistics | Rader Co. x Home | Rader Co. Workspace x Setting your speaking fees... x

app.clickup.com/8563637/v/6-52724211-17pr=12709613

Apps Calendar Focus Booster ClickUp LinkedIn Vover Nudge Acuity Dropbox BrainFM Scheduling Websites Financial Professional Devel... Books Travel Personal Reading List

Favorites Spaces Everything Headquarters (repository) Internal Operations 2 Docs Websites Speaking Program Logistics Podcast Episodes Assets Channels Links Masterclass Focus90 Social Media BOOK - Work Well, Play More! - P... BOOK - Beyond Travel - A Road... Systems Acuity Canva Convertkit Kiva Media Marcey

Program Logistics - 0 List Group by Status Calendar Table + View

Search tasks... Group by: Event Status Subtasks: Hide Me Assignees Share

Program Logistics + NEW TASK

Pre-Event 3 TASKS

| DUE DATE | EVENT STATUS | EVENT DATE | CONTACT NAME  | TITLE OF TALK         | LENGTH      |
|----------|--------------|------------|---------------|-----------------------|-------------|
| 1/2/22   | Pre-Event    | 3/1/22     | Krista Butler | Work Well, Play More! | 120 minutes |
| Dec 8    | Pre-Event    | Dec 8      | Gary Kinzel   | Task Mastery          | 3.5 hours   |

New Task

Past Event 10 TASKS

| DUE DATE | EVENT STATUS | EVENT DATE | CONTACT NAME  | TITLE OF TALK              | LENGTH     |
|----------|--------------|------------|---------------|----------------------------|------------|
| Oct 13   | In Progress  | Oct 13     | Jean Capon    | Email Extinguisher         | 50         |
| Oct 13   | In Progress  | Oct 13     | Jean Capon    | Ring, Ping, Buzz, Knock    | 40         |
| 1/10/22  | In Progress  | 1/10/22    | Liz Miller    | Ring Ping Buzz Knock       | 60         |
| Oct 26   | In Progress  | Oct 26     | Uschi Goody   | Mindfulness is the Ment... | 55 minutes |
| Oct 26   | In Progress  | Oct 26     | Jim West      | Time Power-Ups             | 90         |
| Nov 16   | In Progress  | Nov 16     | Barry Moody   | Email Extinguisher         | 50 minutes |
| Dec 1    | In Progress  | Dec 1      | Barry Moody   | Work Well Remotely         | 50 minutes |
| Nov 10   | In Progress  | Nov 10     | Barry Moody   | Manage Well Remotely       | 50 minutes |
| Nov 3    | In Progress  | Nov 3      | Alexa DeFalco | Email Extinguisher         | 60         |
| Nov 2    | In Progress  | Nov 2      | Donna Grande  | Ring Ping Buzz Knock       | 40         |
| Nov 3    | In Progress  | Nov 3      | Alexa DeFalco | Task Mastery               | 3.5 hours  |

+ Task

Freshly.png Untitled design.pdf Untitled design.png Screen Shot 202...png Show All X

Google

Mail

COMPOSE

Inbox Sent Mail Drafts (13) All Mail More

9.67 GB (30%) of 32 GB used Manage

Program Policies Powered by Google Last account activity: 0 minutes ago Details

Quick Links Google Apps Turning off notifications Standing Calculator Add Quick Link Google Calendar

Task: Marrow Parker's Bel

Time Power-Ups Template

Home Insert Design Transitions Animations Slide Show Review View

Calibri (Body) 12

300

18

19

20

Click to add notes

Notes Comments 143%





A spotlight shines from the top right corner of a black background, creating a bright, circular beam of light that tapers as it descends. The beam illuminates the text 'DEEP FOCUS - Strategic' at the bottom of the frame. The text is in a white, sans-serif font, with 'DEEP FOCUS' in all caps and '- Strategic' in title case. The spotlight's beam is centered on the text, creating a strong visual metaphor for focus and attention.

DEEP FOCUS - Strategic

# Focus ROI



Sharper decisions, fewer errors

Faster execution, reduced bottlenecks

Reduced costs in lower turnover and absenteeism

# SHALLOW FOCUS - Transactional



# Marcey

morning magic





What tasks should  
be done during peak  
time?



What tasks should  
be done during  
plummet time?





# Attention Anchor: Environment



**Get in the right space**

**Turn off distractions**

**Use a focus totem**





# Attention Anchor: Mindset



**Single Priority**

**Write it down**

**50 focus, 10 recharge**

# Attention Anchor: Energy



**Movement opportunity**

**Task to energy level**

**Breathe**



Action:

Create an Attention  
Anchor plan.

What is your first  
step?

# RaderCo Recap



Notifications/Badges

Work Offline/Paused

Status Messages



Switchtasking

Optimal Focus Time



AA: Environment

AA: Mindset

AA: Energy



<https://radergoodies.com/elevateasheville>