

DEEP WORK

"THE **SUPERPOWER**
OF THE 21ST CENTURY"

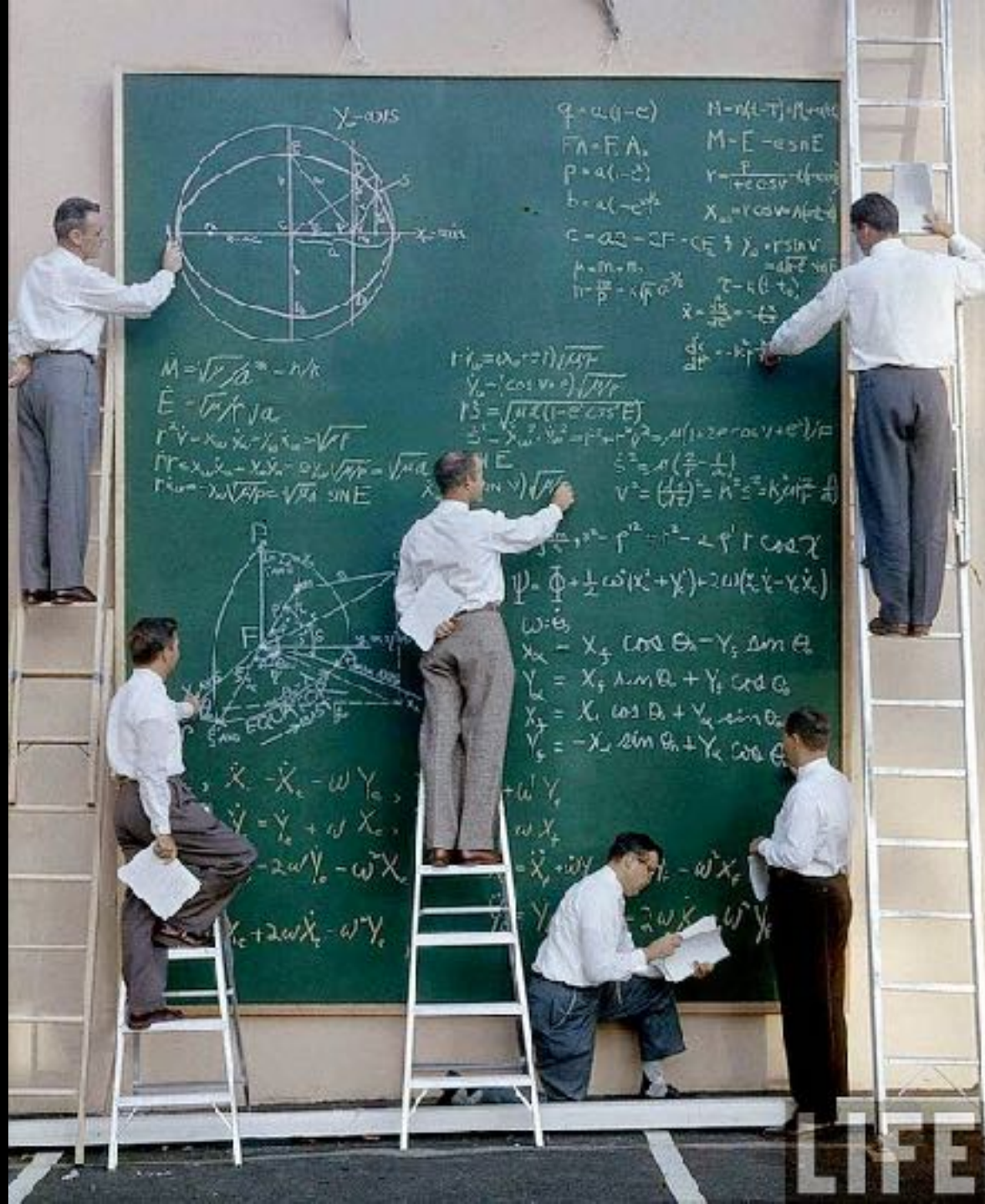
@SHAWN WALLACE



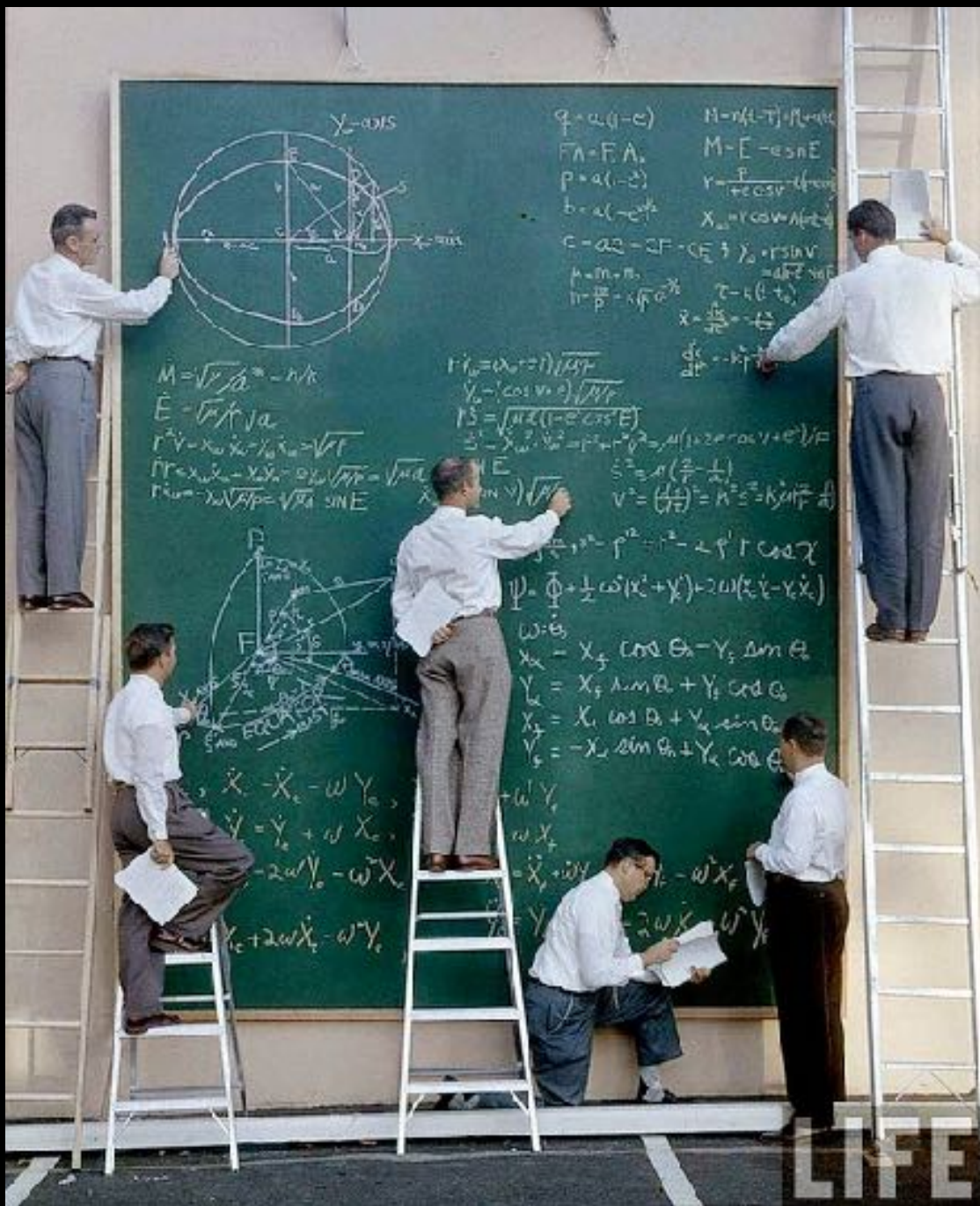
This is not a “work-life
balance” talk

You can't make it take less time than it takes...

...but you can make it take more.



LIFE

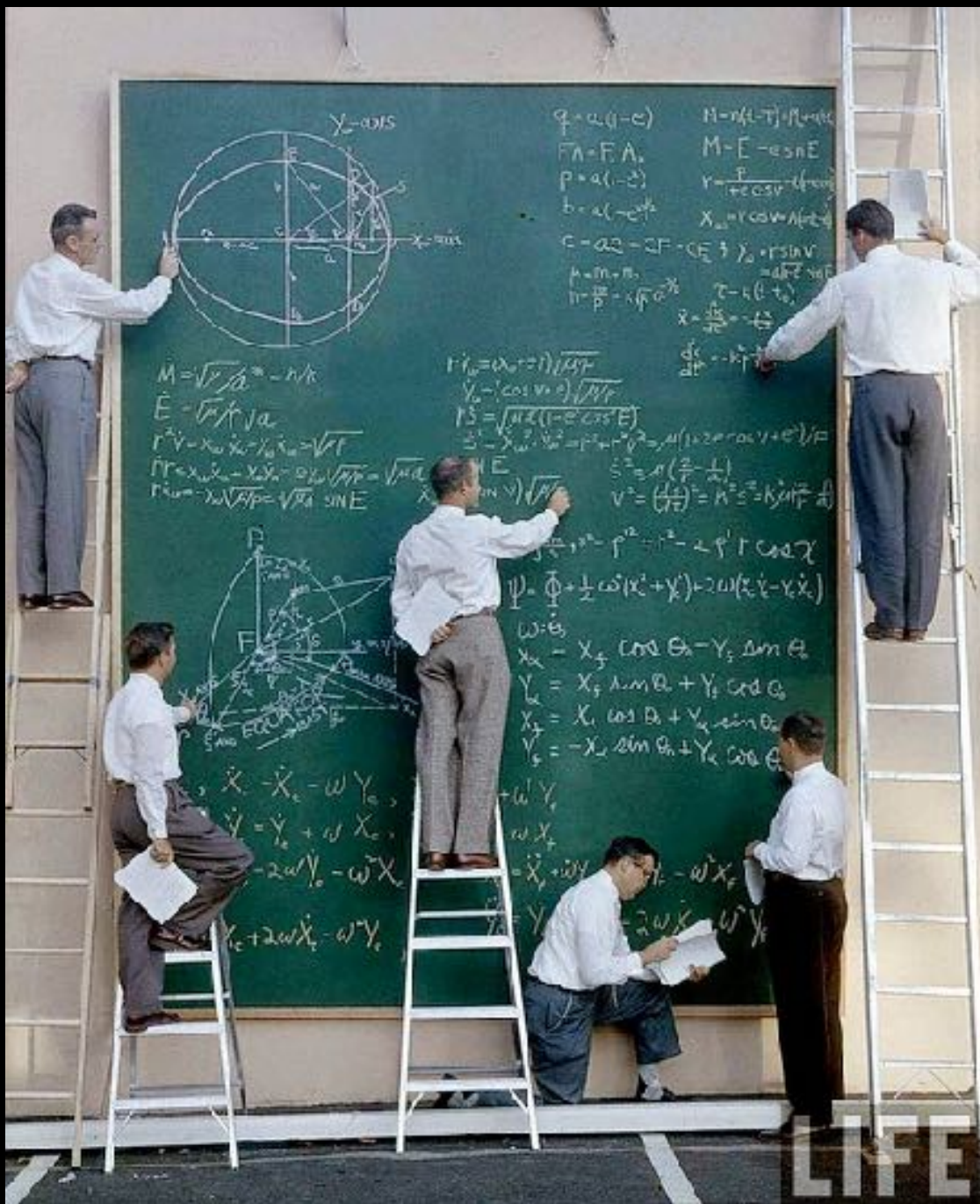


How many times does the average knowledge worker CHECK email each day?

75

A 2012 McKinsey study found that the average knowledge worker spends 60% of a workweek engaged in electronic communication and internet searching.

Close to 30% of a worker's time is dedicated to reading and answering email alone.



How many times is the average office worker interrupted each day?

> 400

Context Switching

- “Multi-tasking” really means many context switches
- The net professional results are inefficiency and mistakes
- The net personal result is stress

Context Switching



What a context switch feels like...



Context Switching keeps you out of "The Zone"

- On average it takes 23 minutes and 15 seconds to get into a productive state.
- It can be sustained for several hours.
- One interruption can kill it.

The average interruption for the office worker is 3 minutes.

SO WHAT?



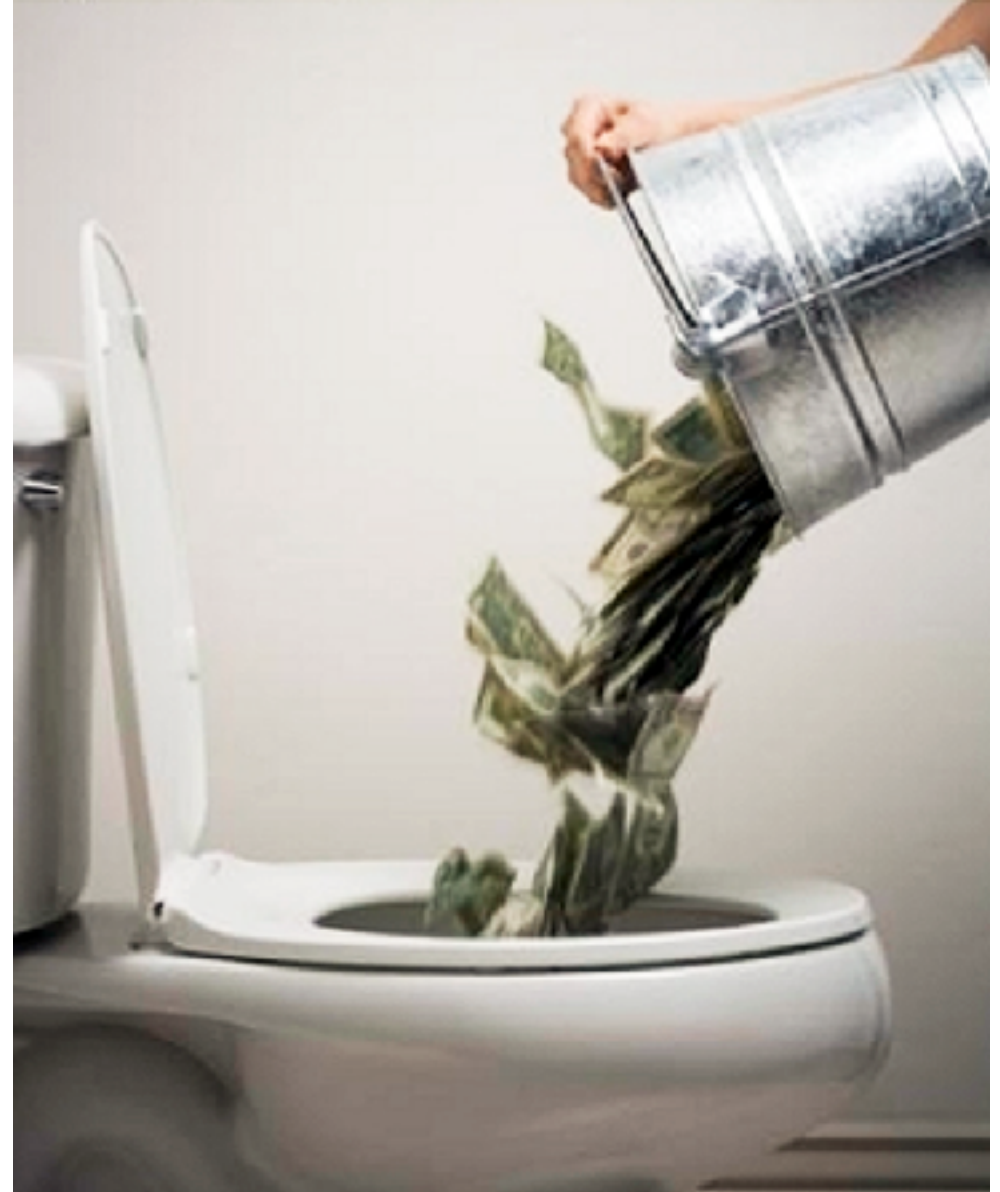
WHO CARES?

All of the distractions can permanently reduce your capacity to perform intensely demanding work.

All of the distractions can **permanently** reduce your capacity to perform intensely demanding work.

SO WHAT!

“Interruptions and information overload eat up 28 billion wasted hours, at a loss of \$1 trillion to the U.S. economy”



Inefficiency is bad for everyone

- It is unhealthy for you
- It is economically wasteful to your company
- It is wasting your client's limited resources.

now I am wondering if I should have made this post shorter.

Cal Newport, Georgetown professor and expert on expertise, thinks **the ability to stay focused will be the superpower of the 21st century.**

Those who can sit in a chair, undistracted for hours, mastering subjects and creating things will rule the world — while the rest of us frantically and futilely try to keep up with texts, tweets and other incessant interruptions.

DEEP WORK

The ability to focus without distraction on cognitively demanding tasks.

DEEP WORK

"THE **SUPERPOWER**
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SOOOO...

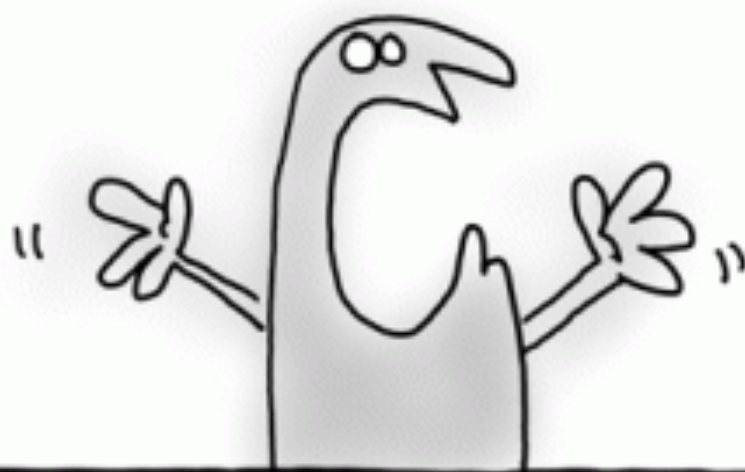
HOW DOES THIS HELP ME?

”There is a **massive** economic and personal **opportunity** for those who recognize the potential of resisting trends and prioritizing **depth...**”

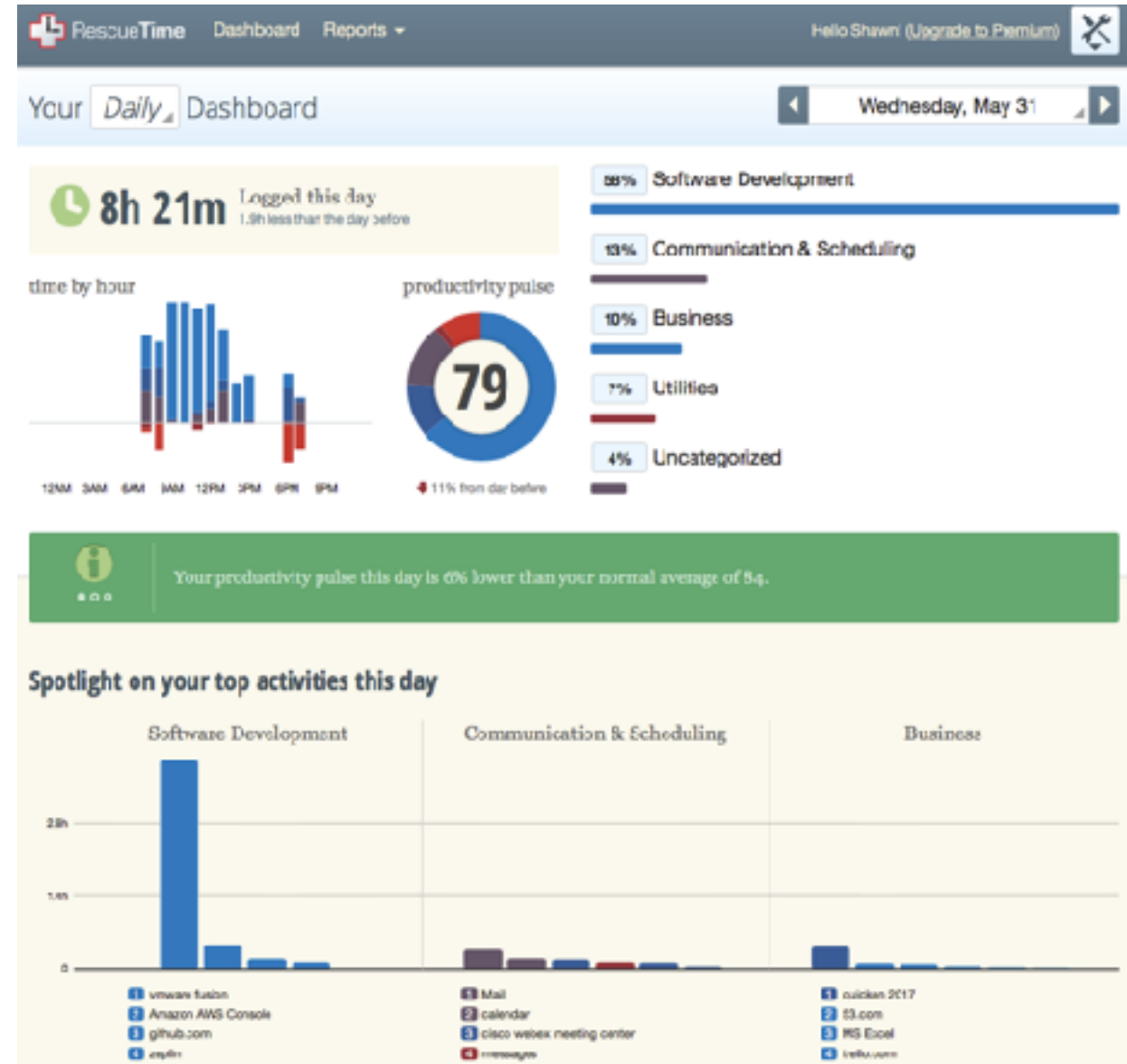
Two Core Abilities for Thriving the the New Economy

1. The ability to master hard things
2. The ability to produce at an elite level
in terms of both quality and speed.

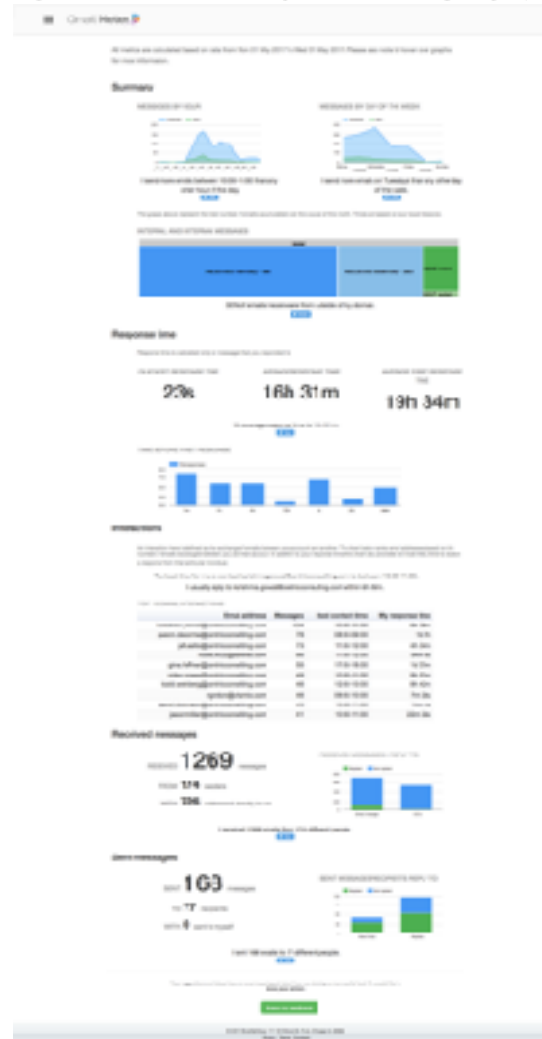
Now What?!!



1a) Know where you spend your time.



1b) Measure your Communication Channels

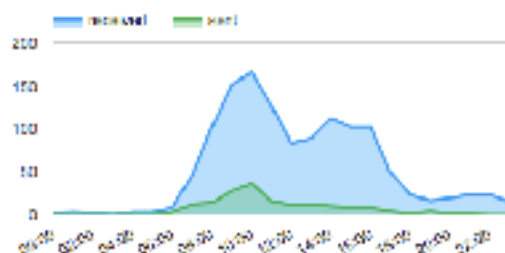




All metrics are calculated based on data from Mon 01 May 2017 to Wed 31 May 2017. Please also note to hover over graphs for more information.

Summary

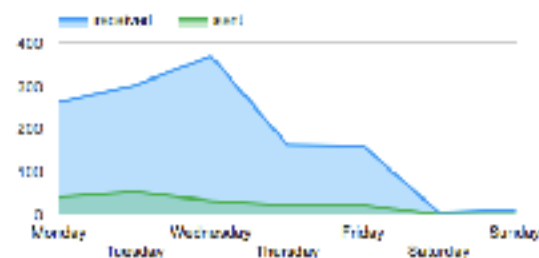
MESSAGES BY HOUR



I send more emails between 10:00-11:00 than any other hour of the day.



MESSAGES BY DAY OF THE WEEK

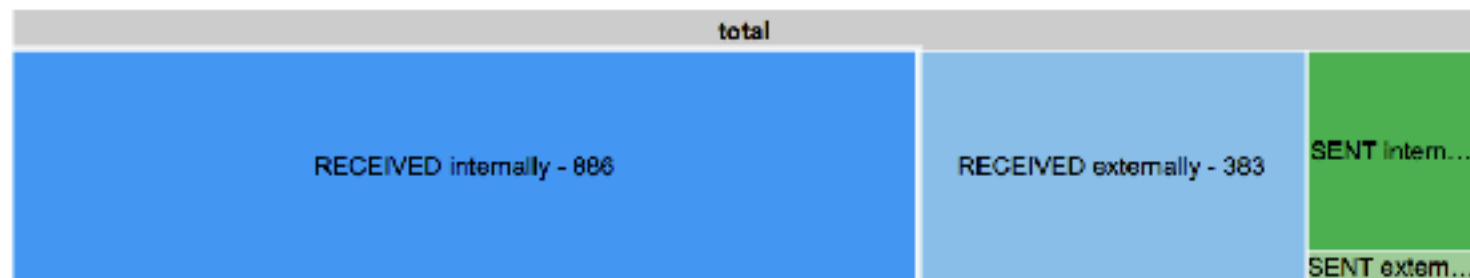


I send more emails on Tuesdays than any other day of the week.



The graphs above represent the total number of emails accumulated over the course of the month. Times are based on your local timezone.

INTERNAL AND EXTERNAL MESSAGES



2) Reduce the number of
‘In-process’ items

3) Utilize Time Locks

- Go 'Heads down'
- Put work on your calendar
- Put learning on your calendar

4) Fix the Context-Switch

Time is the most important limited resource you have.
Protect it.

- Do one thing at a time
- Use asynchronous communication (Slack, Jira, Basecamp)
- Ensure that you will not be interrupted if you need to get something done (See: Rule of the Headphones)
- Accept that you cannot do everything (corollary: prioritize your work)

4) Fix the Context-Switch

Time is the most important limited resource you have. Protect it.

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5) Manage/Reduce Communication Channels

- SET GOALS
- Read email only periodically
- Turn off all but the most important alerts on your phone (email isn't one of them)
- Resist social media
- Train colleagues and managers on your communication policy

Now What?!?!?

1. Know where you spend your time and Measure your communication channels
2. Reduce the number of 'In-Process' items
3. Utilize Time Locks
4. Fix the Context-switch
5. Manage/Reduce Communication Channels

Distractions **increase** the time it takes to accomplish tasks

The ability to do **Deep Work** is a *competitive advantage* to individuals and teams

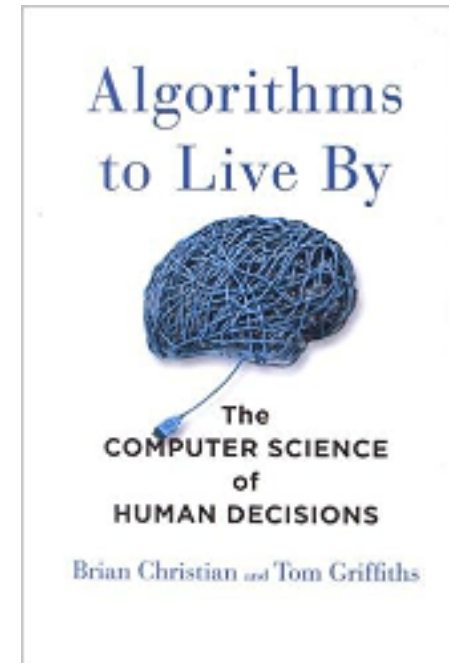
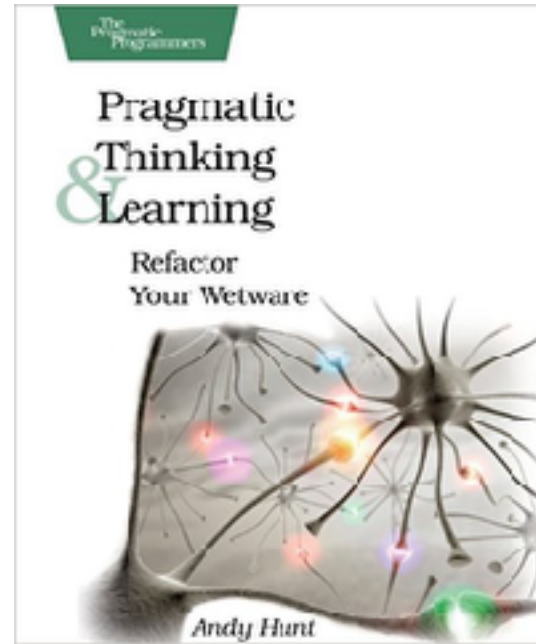
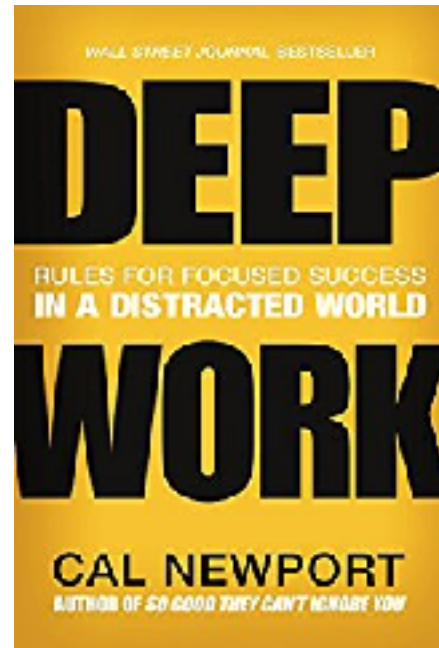
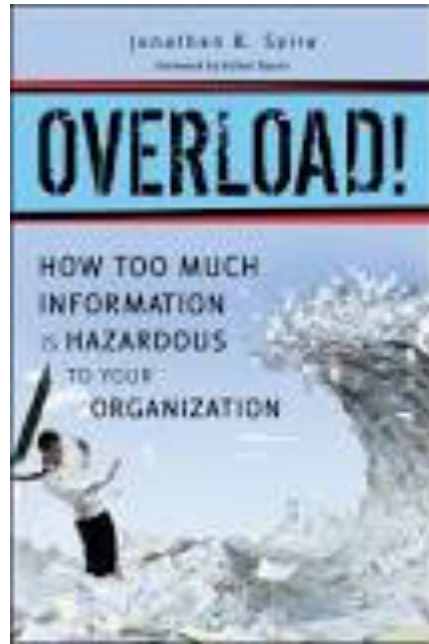
Measure where you spend your time and how you communicate

Set aside time to **work** and **learn**

Deliberately **manage** distractions

Create a communication policy

Further Reading...



Further Reading

Articles:

- <https://www.joelonsoftware.com/2001/02/12/human-task-switches-considered-harmful/>
- <https://www.petrikainulainen.net/software-development/processes/the-cost-of-context-switching/>
- https://www.washingtonpost.com/news/inspired-life/wp/2015/06/01/interruptions-at-work-can-cost-you-up-to-6-hours-a-day-heres-how-to-avoid-them/?utm_term=.0b9253884157
- <http://www.bakadesuyo.com/2013/09/stay-focused/>
- <http://www.mckinsey.com/industries/high-tech/our-insights/the-social-economy>

