The Productive Power of Deep Work

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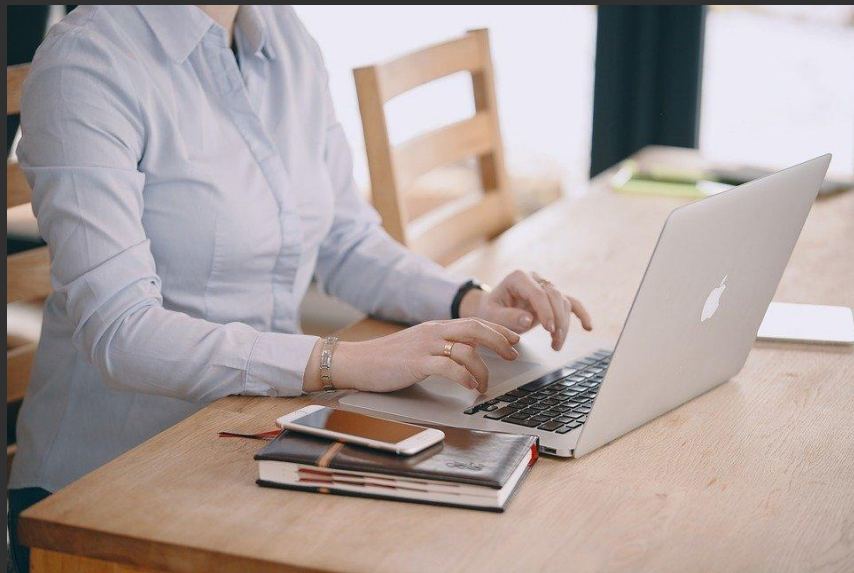
EMBELLISH MARKETING

What is Deep Work?

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Deep work is "professional activities performed in a state of distraction-free concentration that push your cognitive capabilities to their limits."

Cal Newport, Author
Deep Work: Rules for Focused Success in a Distracted World

What is Shallow Work?

"Shallow work is the distracted, on and off multi-tasking most workers of today are used to."

Karbon Magazine

Facts & Figures

23:15

It takes an average of **23 minutes and 15 seconds** to recover from each and every interruption.

8

The average focus time in an office setting is **8 seconds.**

9

The average attention span of a goldfish is **9 seconds.**

28%

Some studies suggest that **28% of the average workday** is spent on social media.

80 | 150

Apple users unlock their phones an average of **80 times per day** (every 4 - 5 minutes, on average). That number has increased to **150 times a day** since the start of COVID-19.

32 - 50

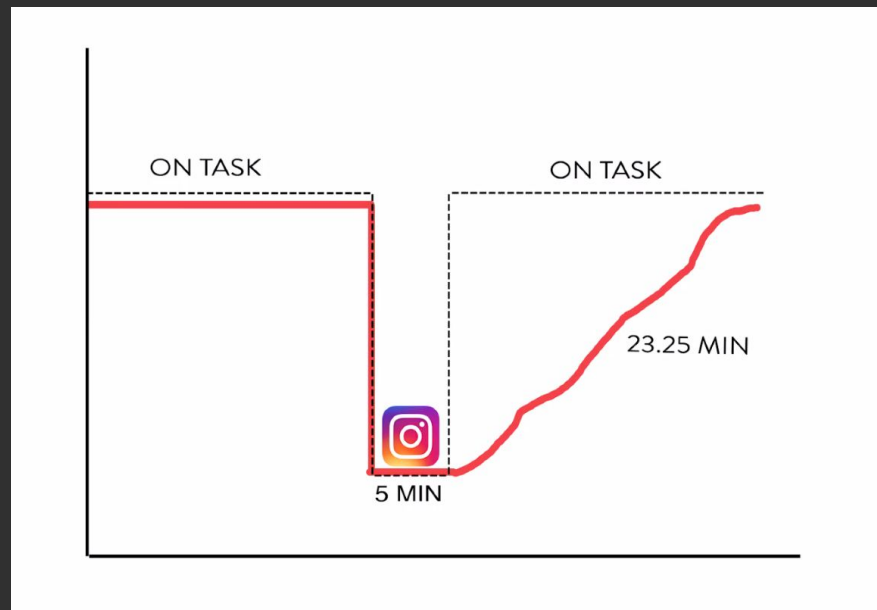Our brains work best for 32 - 50 minutes on average.

Distractions

Distractions

- Workplace expectations
  - "Always on" - less of the 9-to-5 and more of 24/7
  - Communication systems (email, chat/messaging, etc.)
  - In-person interruptions (a "quick" question…)
  - Quick replies are the expectation
  - Blur of work/life balance (especially during COVID-19)

- Relentless distractions on mobile devices
  - Social media apps and notifications
  - Family and friends with 24/7 access
  - Marketing pushes via newsfeeds and inboxes
  - General notifications and updates
  - No way to truly shut off, and therefore, there is no break

What Distraction Looks Like

(Insert any distraction in place of the Instagram example used here)

ON TASK

ON TASK

23.25 MIN

5 MIN

Source: caveday.org

AVERSION

- Our brains are naturally drawn to distractions and instant gratification
- We often don't have clarity on key priorities and tasks
- We don't usually have accountability or empowerment for better managing our time
- We get often get distracted on the way to getting our real work done

Benefits of Deep Work

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Deep Work Leads to Productivity

- Organizations need their team to accomplish key priorities.

Deep Work Leads to Quality

- True value comes from depth, creativity, and excellence.

Deep Work Leads to Accountability

- Stop judging "work" based on appearances or hours worked. Judge it based on output.

Deep Work is Healthy

- It helps reduce physical and mental anxiety.
- It helps create boundaries between tasks.

Deep Work Creates Successful Teams

- It helps reduce busyness and increase productivity.
- It will produce a motivated team and a high level of quality in work.

How to Deep Work

How to Deep Work

"To achieve deep work means to spend uninterrupted time with complete focus on the task at hand."

Karbon Magazine

A Simple Strategy...

... for creating the conditions for deep work:

1. **Define the task you're working on**
2. **Define how long you'll work on it**
3. **Focus on the task distraction-free**

Define the Task

The goal is **monotasking,** not multitasking.

Focus on the most important task **first.**

Complete one task before moving to the next one.

Define the Timeframe

Determine **how long** you'll work on your task.

Schedule that time on your calendar.

Complete your work session.

Be Distraction Free

Have a **clean** workspace AND mindset.

Remove all distractions.

Don't get distracted **before** you start.

Complete **one task** at a time.

Final Thoughts

Train Your Team

This isn't a practice only YOU can employ - everyone on your team can benefit from it, too!

Work the Process

It takes practice to get used to deep work.

It's both an individual and team effort.

Keep your end goal in mind to stay focused.

Resources

Helpful Resources

How to reclaim your time to focus on work that really matters (Fast Company)

https://www.fastcompany.com/90368975/what-is-deep-work-and-how-do-you-achieve-it

What is deep work, and why is it so important? (Karbon Magazine)

https://karbonhq.com/resources/what-is-deep-work-and-why-is-it-so-important/

The cost of interrupted work: More speed and stress (University of California, Irvine)

https://www.ics.uci.edu/~gmark/chi08-mark.pdf

An unexpected benefit of monotasking (Caveday)

https://medium.com/caveday/an-unexpected-benefit-of-monotasking-707bf9707e6d

Virtual Deep Work Membership (Caveday)

https://www.caveday.org/

PMC Network Virtual Work Session

Friday, November 12
9 am PT / 12 pm ET
2-hour work session on Zoom

Open to all PMCN member teams!

MEMBER VIRTUAL
WORK SESSION

PMC
NETWORK

Q & A