

FOCUS

Mastering the Art of Paying Attention



Deep work, Shallow work, Idling



Paying attention to
the things that matter most



Attention is a limited resource



You are a mind gardener

Everything you think, learn, see and do shapes your brain and changes your life. You've been training your brain since the day you were born and you continue to do so in every moment.

Understanding some simple facts about your brain will put you in the driver's seat. Recognising how it can trip you up and what you can do to change it are important skills for thriving in all your roles throughout life.

Just like the body, the brain needs regular exercise, nourishment and challenge if you want it to sustain you. Treating your brain well, being aware of what you focus on, and making more conscious choices about what gets your attention, are important skills for happiness and success.

Martina Sheehan
co-founder Mind Gardener®

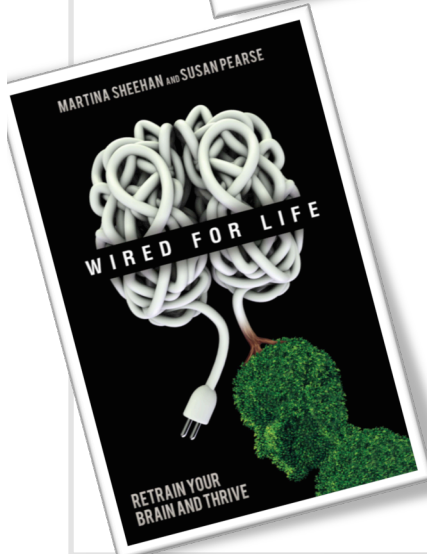
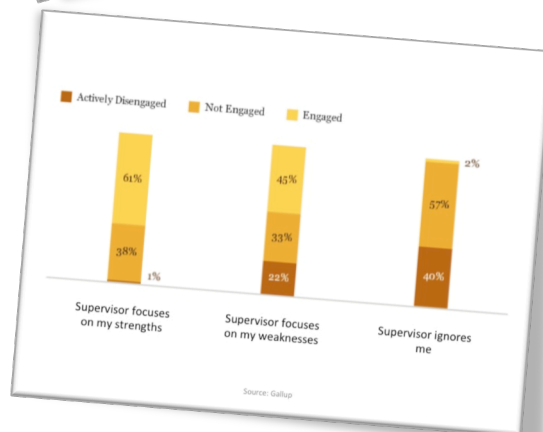
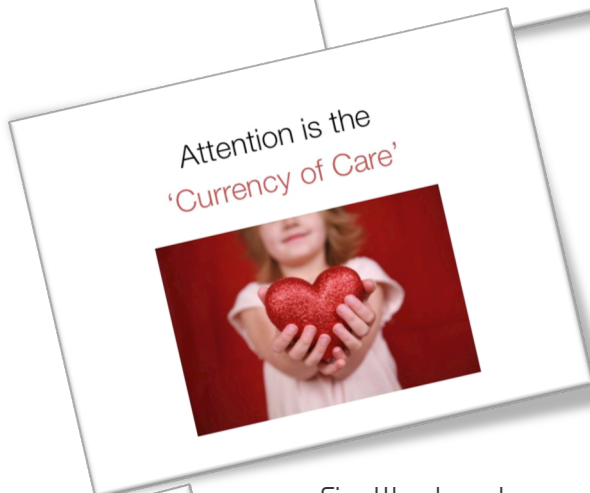
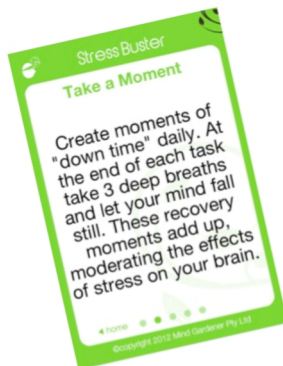
"Companies that succeed in the future
will not be those expert in time management,
but in attention management."

Davenport & Beck, The Attention Economy

Attention is a precious but limited resource. Consider these shocking statistics:

- We consciously process only 0.001% of the information in our environment
- The average person has 70,000 thoughts each day
- 47% of the time we are lost in thought
- When distracted, it can take up to 24 minutes to return to the original task
- When too much information assaults the attention bottleneck it jams, resulting in indecision and inaction
- When 2 things happen in quick succession, the second is usually missed, as if it never happened.

Even small improvements in attention fitness will boost productivity, enhance performance, reduce stress and increase wellbeing.



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Corporate programs available to boost the quality of attention in your business. Experience improvements in engagement, productivity, client service and more.

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