

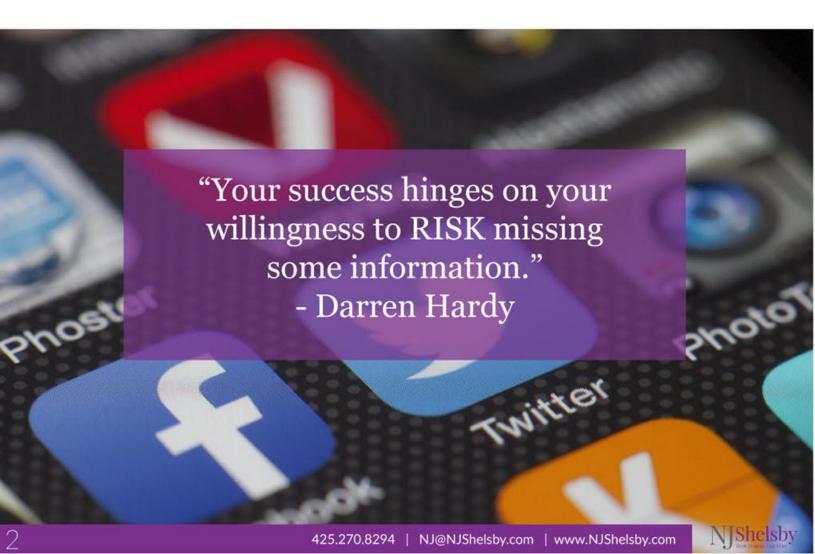
Productivity Report on

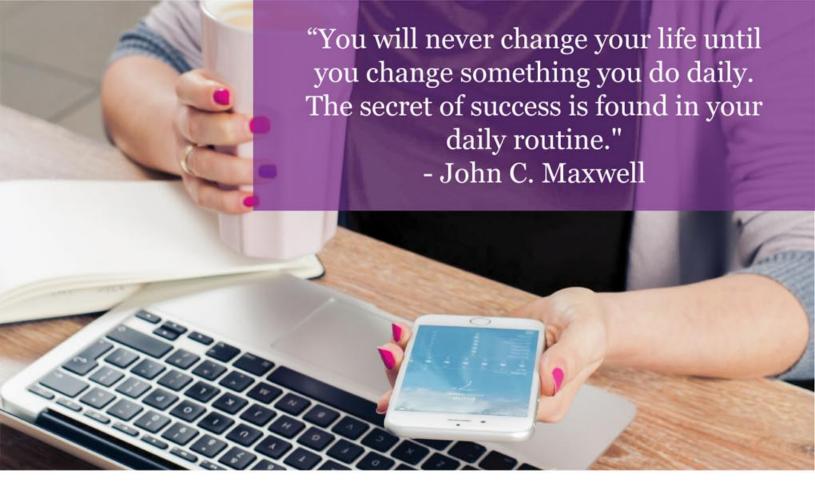
Notifications

It all started with the upcoming meeting notification. That handy reminder -- designed to keep you from missing meetings when you were focused on "thinking work" -- has expanded into just about every app there is. Thanks to email, texts, social media, Slack, Skype, and even news apps and games, you are interrupted once about every 3 minutes. And the thing is, it can take you up to 11 minutes to regain your concentration.

That creates blocks of time where all you're doing is responding to the dings of notifications and you aren't getting done anything that's truly important to you!

Also, studies show that people return to what they were doing before the interruption only 25% of the time. That's why, at the end of the day, you "worked hard" but feel like you didn't accomplish anything.





On average, people lose more than 2 hours a day from interruptions, including notifications. And even when the notifications aren't coming, we check our phones on average every 15 minutes or less (so these are actually "self-induced" interruptions).

Research shows that the "ding" of a cell phone notification puts your brain into fight or flight mode, reducing your ability to think clearly. One study showed that even just having a cell phone in the room lowers performance! Imagine the additional time you could spend focusing on stuff that's important to you if you weren't interrupted by notifications from your phone or computer.

If you're serious about having an online business that's SUSTAINABLE and gives you the kind of FREEDOM you crave, then you have to know how to tame your technology so it works FOR you. And yes, that means notifications.

Left uncontrolled, the apps and software you use to run your business will end up stealing your time and robbing your focus ... leaving you with a full task list and no time for the important stuff - like relationships, your health, and taking action on the things that will create even more success for you.

However, when you reclaim the focus stolen by your technology, that scattered "squirrel" feeling goes away. You can actually focus on something until it's completed. Projects get done and you find you have the bandwidth to write that job description for the assistant you want to hire. Now you're really rolling. All because you've stopped being a slave to technology that steals your time and promotes other people's agendas.



So What Can You Do?

Notifications are a tool — like a knife. It's not good or bad per se, it all depends on how you use it. A knife can be "good" if you use it to slice your bread, and "bad" if you accidentally cut your finger in the process. Let's see how you can make the best out of notifications, while avoiding the negative impact they can have on your productivity.

1 Monitor

Use an app like Moment on your iPhone to track how often you're checking your phone. Having real numbers that show you how many times you are checking your phone will make it easier to change your behavior. Remember, you can lose up to 15 minutes of time to refocus each time you check your phone.

2
Turn
Them
Off

Every app wants to send you push notifications. Each notification is an interruption that helps create that squirrel brain. Go into the settings on your phone and computer and turn off notifications for any app that you don't absolutely need them for. Definitely turn off notifications for email messages.



3 Create Focus Time

There will be notifications that you won't want to turn off. However, you need to be able to shut them down and focus for periods of time. Use the Do Not Disturb mode on your phone for set periods of time. If there are important calls you can't miss, like an important client or your kid's school, add those numbers to your Favorites and choose the option to allow calls from Favorites. Or you can create a group of contacts that you will allow calls from. On the iPhone, you can also turn on a feature that enables a call to go through if they call a second time. My phone stays on Do Not Disturb mode all day, and people I work with know that if they need to get through, they just hang up and call again and the call will go through.

By having buckets of time to focus with no interruptions, you'll get much more accomplished and you'll feel less stressed.

The Challenges of Implementation

I'm sure you've read about productivity strategies that sounded great ... but you didn't adopt them. That's because your subconscious mind is making 95% of the decisions ... and it's wired for survival. When you're stressed, your brain is like an overprotective momma bear, and it judges many completely safe things to be "dangerous."

For example:

Vividly imagine for a minute turning off all notifications until tomorrow night. Scan your body and notice any uncomfortable feelings. Maybe you feel it in your stomach, maybe in your chest. That feeling means your subconscious mind is reading this as "danger" (loss of connection). So even though you want to turn off notifications, when you actually try to implement practical strategies, your subconscious mind works against you, because it wants to "protect" you ... from things like people being upset with you for not responding, or missing out on important information, or feeling left out ... basically, being disconnected.





Those practical behavioral changes you wanted to make don't happen.

I became kind of obsessed with how to fix this. I knew there had to be a way to reign in the unconscious mind and uncouple its natural tendency to resist change out of fear. I researched this problem for years, took everything I learned, drilled down to the root causes, applied my corporate background in process improvement and, ultimately, created a process that quickly and consistently produces results. I call this process the **Neuro Focus Shift Method™** − a straightforward and effective way to harness the power of your subconscious mind so that it's working FOR you instead of against you.

The Neuro Focus Shift Method helps to identify the specific limiting beliefs, emotions, and habits that prevent you from making positive behavioral changes, and enables you to extinguish them and rewire your brain for success. If this is something that interests you keep an eye out for emails from me. Sometimes I host free calls where you get to experience this technique.

"It's magic!"

"As a VA, my clients need to be able to access me easily and I pride myself on being responsive. But I had a constant stream of notifications to deal with each day and I wasn't comfortable shutting them off - even though they were making me less productive. But after just one session with NJ, I was able to get to a place where I felt okay to turn off notifications completely. With my new strategy I'm able to get a whole lot more done and my clients still feel taken care of - it's magic."

Alison Willoughby, A Little Happy VA



My biggest regret in life is not spending more time with my son when he was little because I was overworking. Today I help digital entrepreneurs break through their resistance to change and tame their tech habits so they can take back control of their day, focus on what really matters and have more time to spend with the ones who matter most. I do this through my free trainings, online group programs, and personalized coaching sessions. Learn more at www.NJShelsby.com.