

indistractable

How to control your attention and choose your life

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Nir Eyal teaches at Stanford business school.
He wrote an earlier book – Hooked – how to
develop habit forming products.

The first step is to recognize that distraction starts from within. we need to learn how to avoid distraction.

Distractions – actions that move us away from what we really want

Traction – actions that move us towards what we really want

All motivation is a desire to escape
discomfort.

If distraction costs us time, then time management is pain management

4 psychological factors make satisfaction temporary

1. Boredom
2. Negativity bias
3. Rumination
4. Hedonistic adaptation

It's good to know that feeling bad isn't actually bad, its exactly what survival of the fittest intended.

Flight attendants who were smokers were studied and asked when they had a craving to smoke on the flight. The cravings were directly related to the time to destination and arrival and not a fixed number of minutes.

Fun and play don't have to make us feel good, however they might be used as tools to help us focus.

What we say to ourselves matters. Labeling yourself as having poor self control is self defeating

People are frugal in managing their personal property but squander away their time.

Only a third of Americans have a daily schedule they monitor.

You cant call something a distraction till you know what it is distracting you from.

Reflect and refine on your schedule, this will help you focus on what matters most.

Input is more certain than outcome, so many people think of tasks as opposed to results.

When we get too busy with work, we starve our relationships – family, friends etc. That's how friendships die – they starve to death

The biggest unknown/problem for employees is that they don't know where to spend their time.

Having a detailed, timeboxed schedule builds trust between employees and employers.

Dr Fogg from Stanford university taught mass interpersonal persuasion.

The Fogg behavior model states that for a behavior B to occur, three things must be present: motivation M, ability A, and trigger T.

so $B = MAT$

Today, much of our distraction is a struggle
with external triggers

In the medical professions , distractions can be dangerous, in the airlines profession, distractions below 10,000 feet are dangerous.

Open office floor plans are a big distraction at work, most companies do not recognize it.

To receive fewer e mails, we must send fewer e mails.

Many things become irrelevant when you give them sometime to breathe.

Meetings today are full of people barely paying attention and sending messages or e-mails as to how bored they are in the meeting.

The primary objective of a meeting is to get consensus around a decision or direction and not a forum for senior managers to hear themselves think.

Having many apps or links on the home screen of your phone or laptop is actually a trigger that distracts you, if you have a clean screen, you have less triggers to get distracted.

Our perception of who we are changes what we do.

Though conventional wisdom says that our beliefs shape our behavior, the opposite is also true.

The modern workplace is a constant source of distraction. We are always pulled into something or the other when we should be focused.

Dysfunctional work culture is the culprit and not technology.

Technology is not evil for children. You need to teach your kids to be indistractable

Since 1955, children's free play has been continuously declining partly because of ever increasing parental control.

Without a clear plan, many kids are left to make impulsive decisions that often involve digital distraction.

As parents we often forget that a kid wanting something really really badly is not a good enough reason.

Social norms are changing but whether for the good or bad depends on us.

