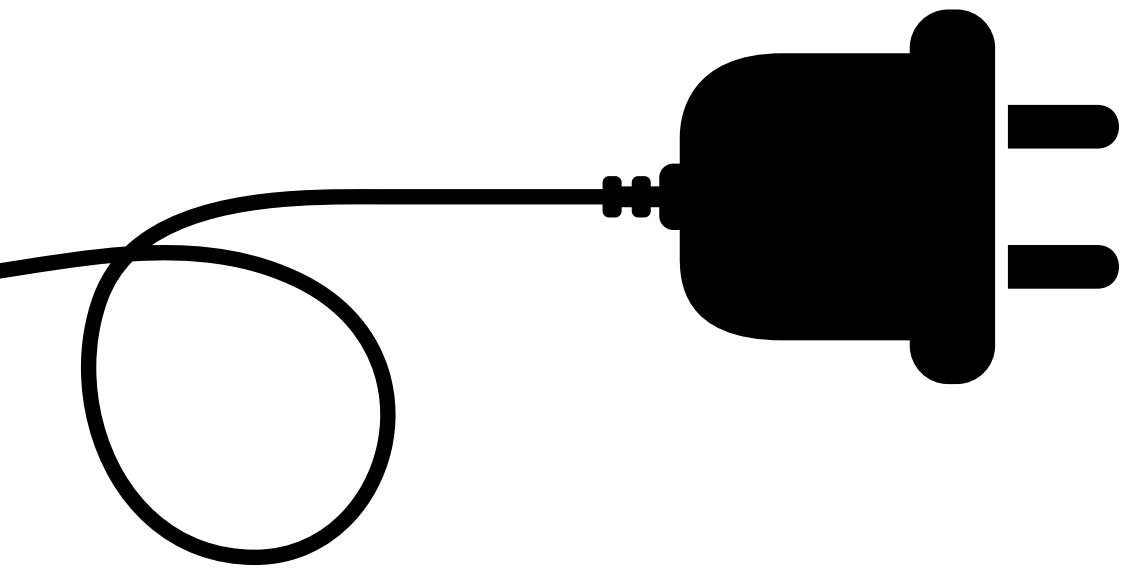


VAN  
FOMO NAAR  
*focus*



## *How* DOES FOCUS WORK?

The spotlight on focus



## *What* CAN I DO TO FOCUS BETTER?

About a Formula 1 pilot

## *Where* WILL I DIRECT MY FOCUS?

After this session

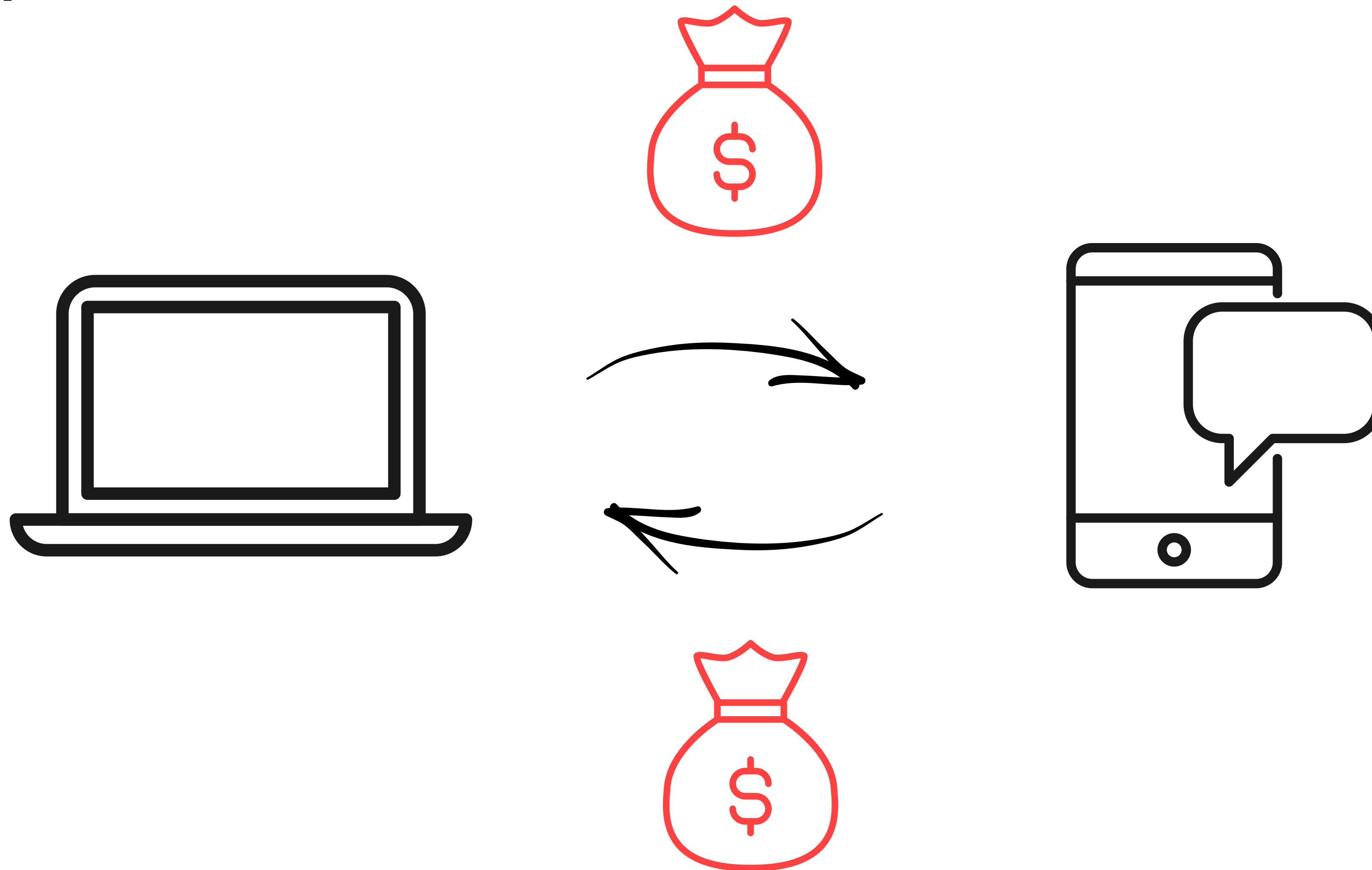
# SPOTLIGHT

ON FOCUS

## « EXPERIMENT



# Switching COST

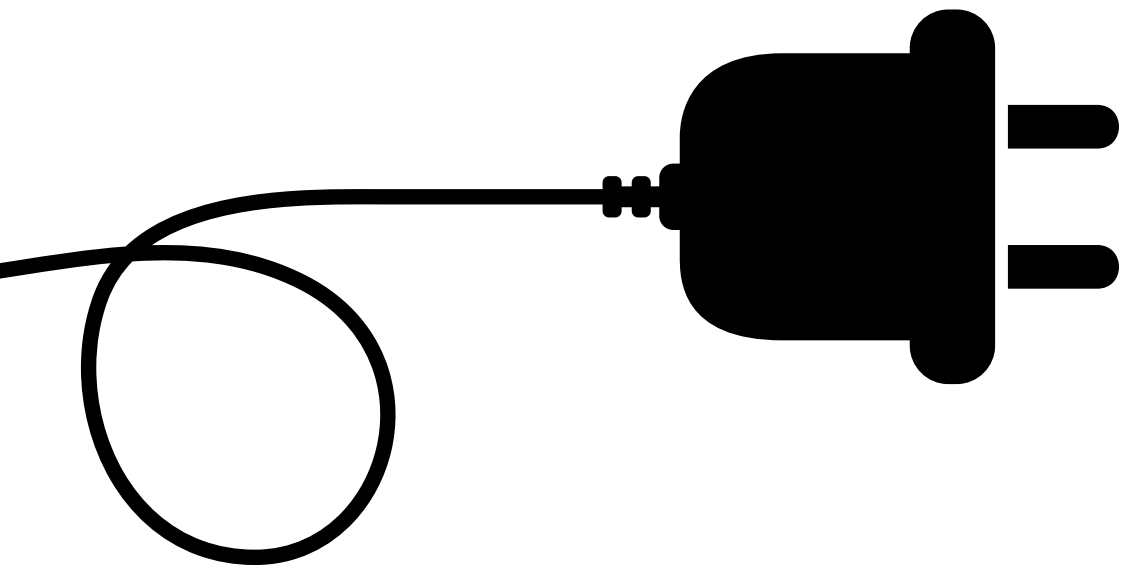




“If we get to know our brain better,  
we can minimize the number of  
attention shifts and maximize those  
spotlight moments.”

## *How* DOES FOCUS WORK?

The spotlight on focus



## *What* CAN I DO TO FOCUS BETTER?

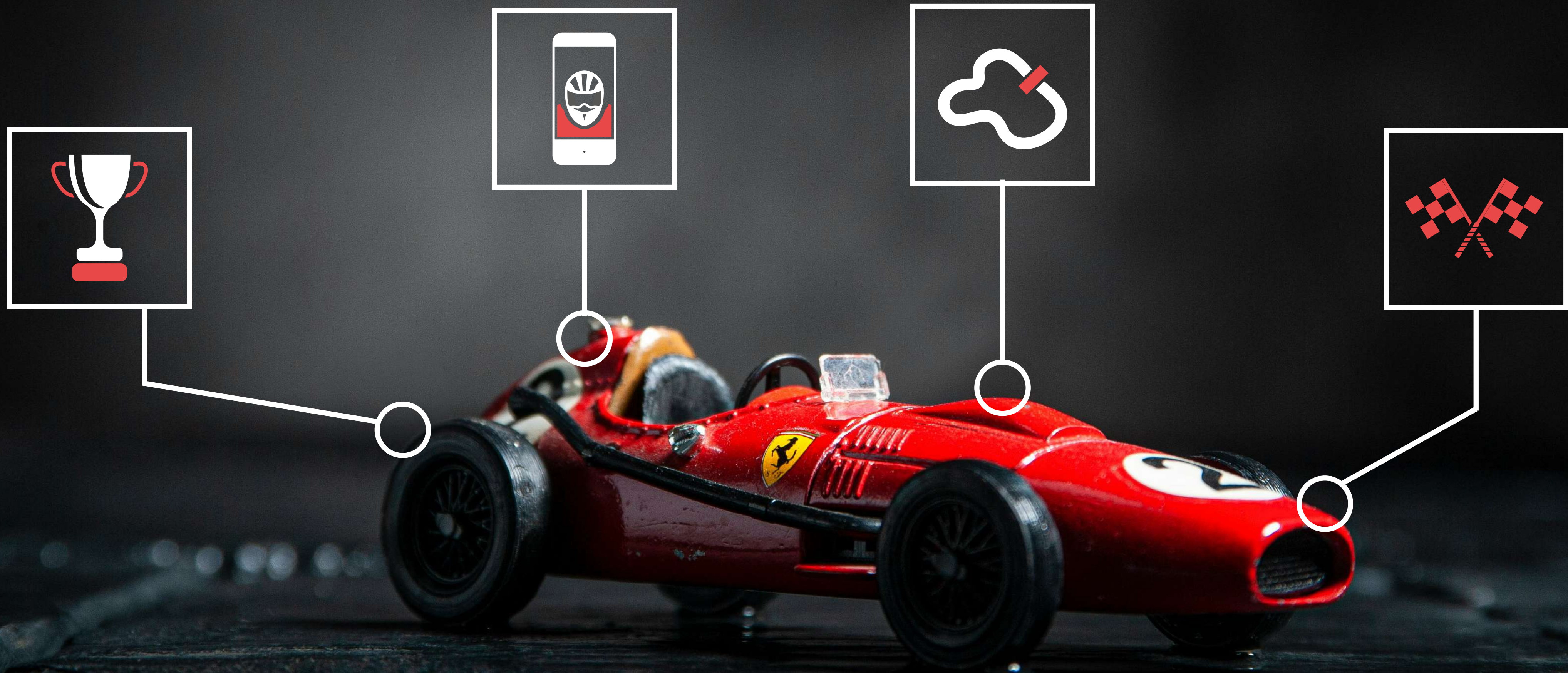
About a Formula 1 pilot

## *Where* WILL I DIRECT MY FOCUS?

After this session

# HOW TO *focus* LIKE YOUR LIFE DEPENDS ON IT

HOW'S  
WORK?

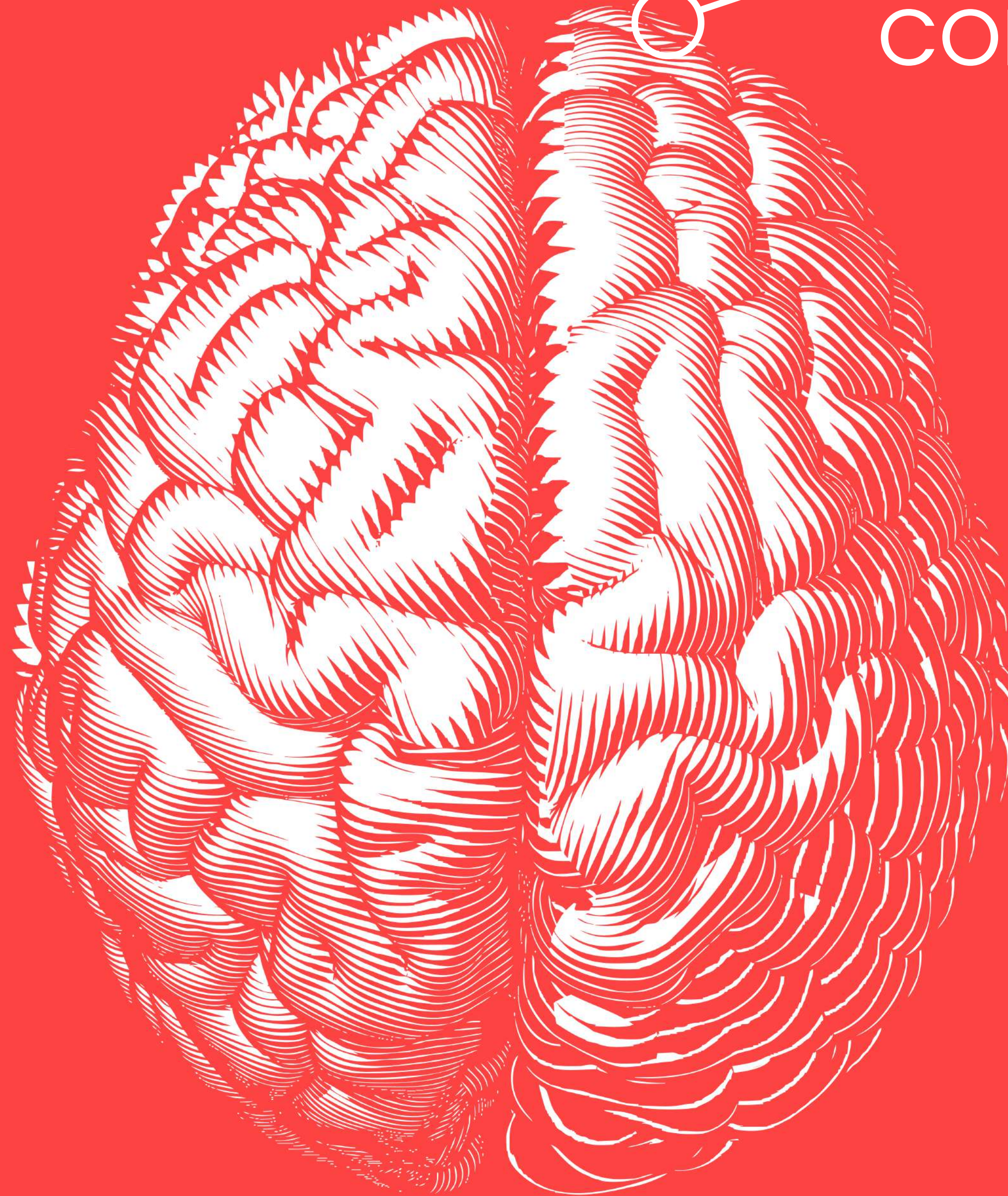


# HOW TO *focus* LIKE YOUR LIFE DEPENDS ON IT

HOW'S  
WORK?



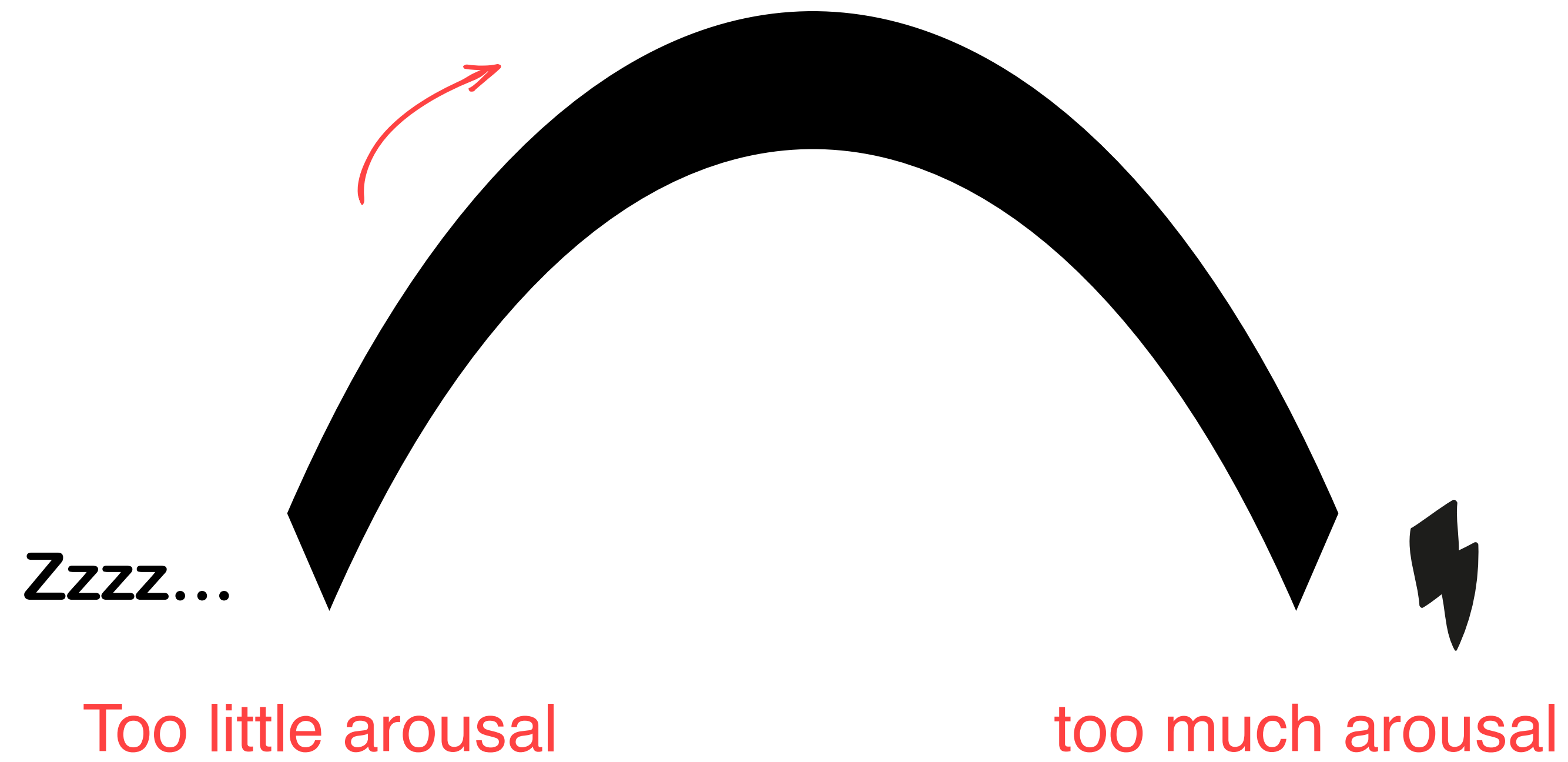
PREFRONTAL  
CORTEX



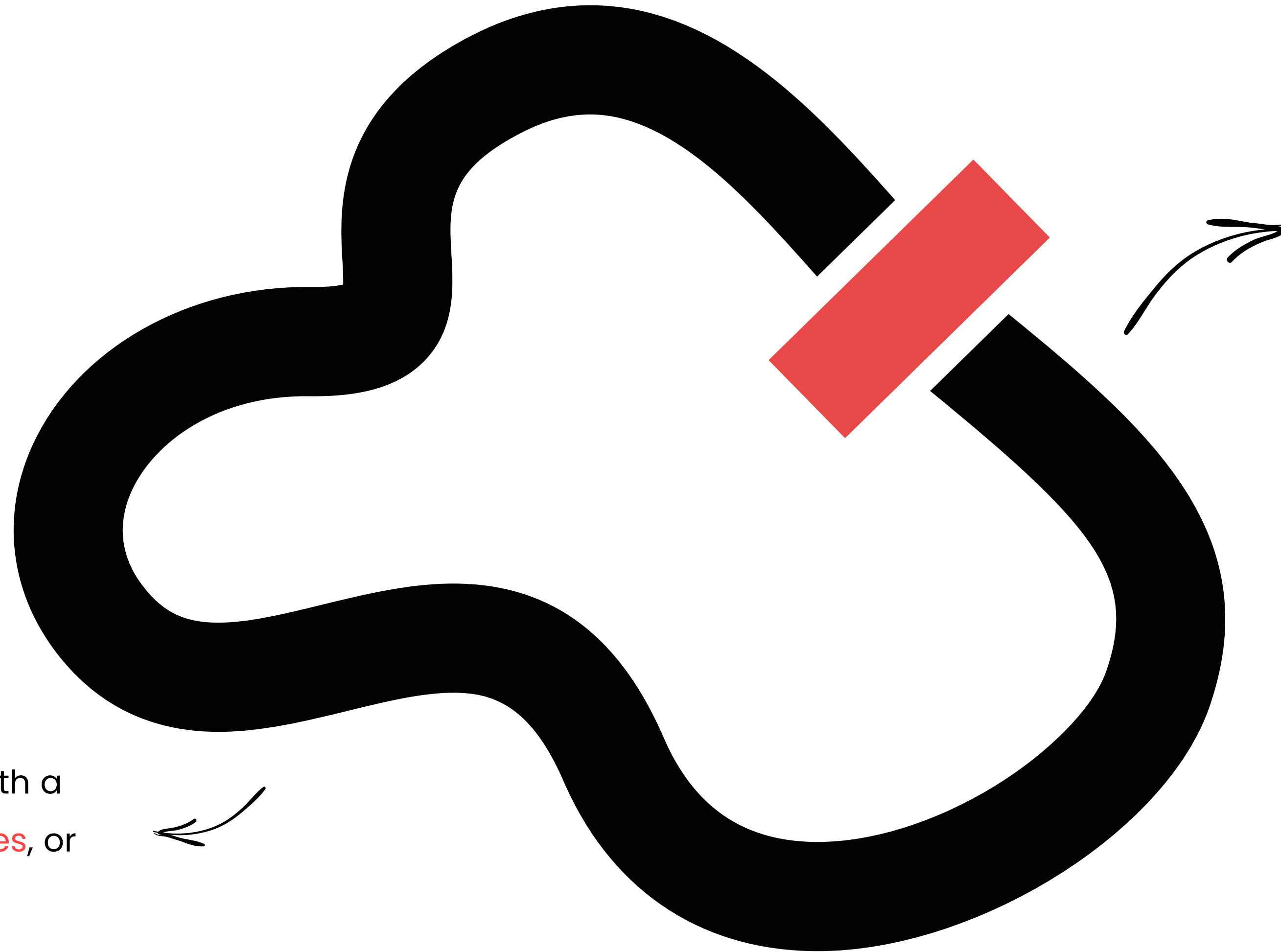
BEEN THERE,

➤ DONE THAT

↖ *novelty seeking system*



Combine your task with a  
**simple activity, doodles, or**  
**music.**



Make the task more engaging  
by setting **deadlines** for  
yourself or turning it into a  
**challenge.**

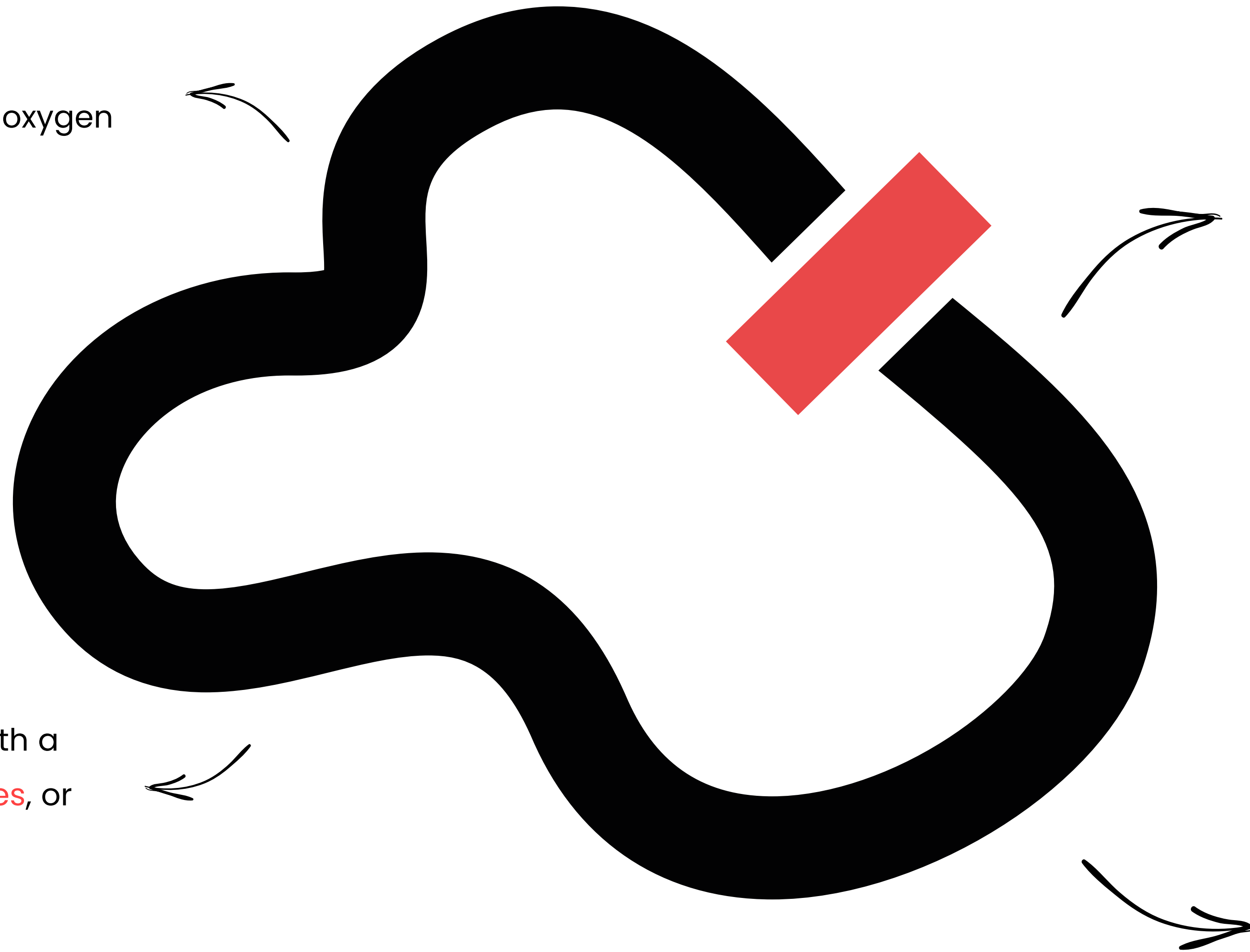
THE  
*Multitasking*  
MYTH

Go for a **walk** to let oxygen  
flow to the brain.

Make the task more engaging  
by setting **deadlines** for  
yourself or turning it into a  
**challenge**.

Combine your task with a  
**simple activity, doodles, or  
music**.

Put on some **background  
music**.





“ Stimulate your brain by making  
tasks more challenging ”

# HOW TO *focus* LIKE YOUR LIFE DEPENDS ON IT

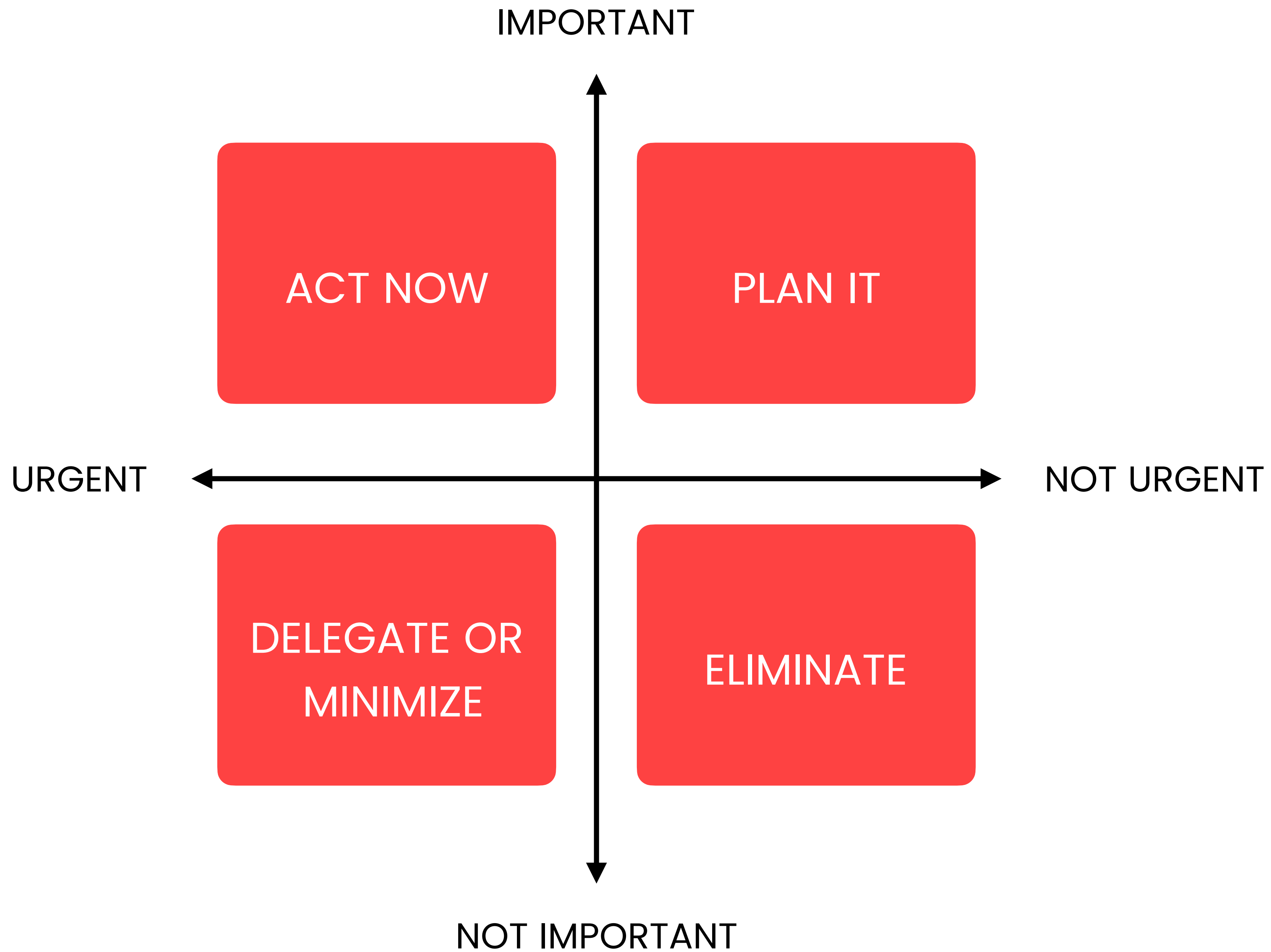
HOW'S  
WORK?



BEEN THERE,

▷ DONE THAT

↖ *novelty seeking system*



# Break OUT

- 
- A row of colorful beach huts on a sandy beach under a clear blue sky. The huts are in various colors including blue, red, yellow, and green, with some having unique designs like a crab or stripes. A few people are visible in the distance on the beach.
01. What surprises did you see in your matrix?
  02. Which tasks from Quadrant 3 (urgent but not important) could you eliminate or delegate?
  03. How can you ensure that you spend more time in Quadrant 2 (important but not urgent)?

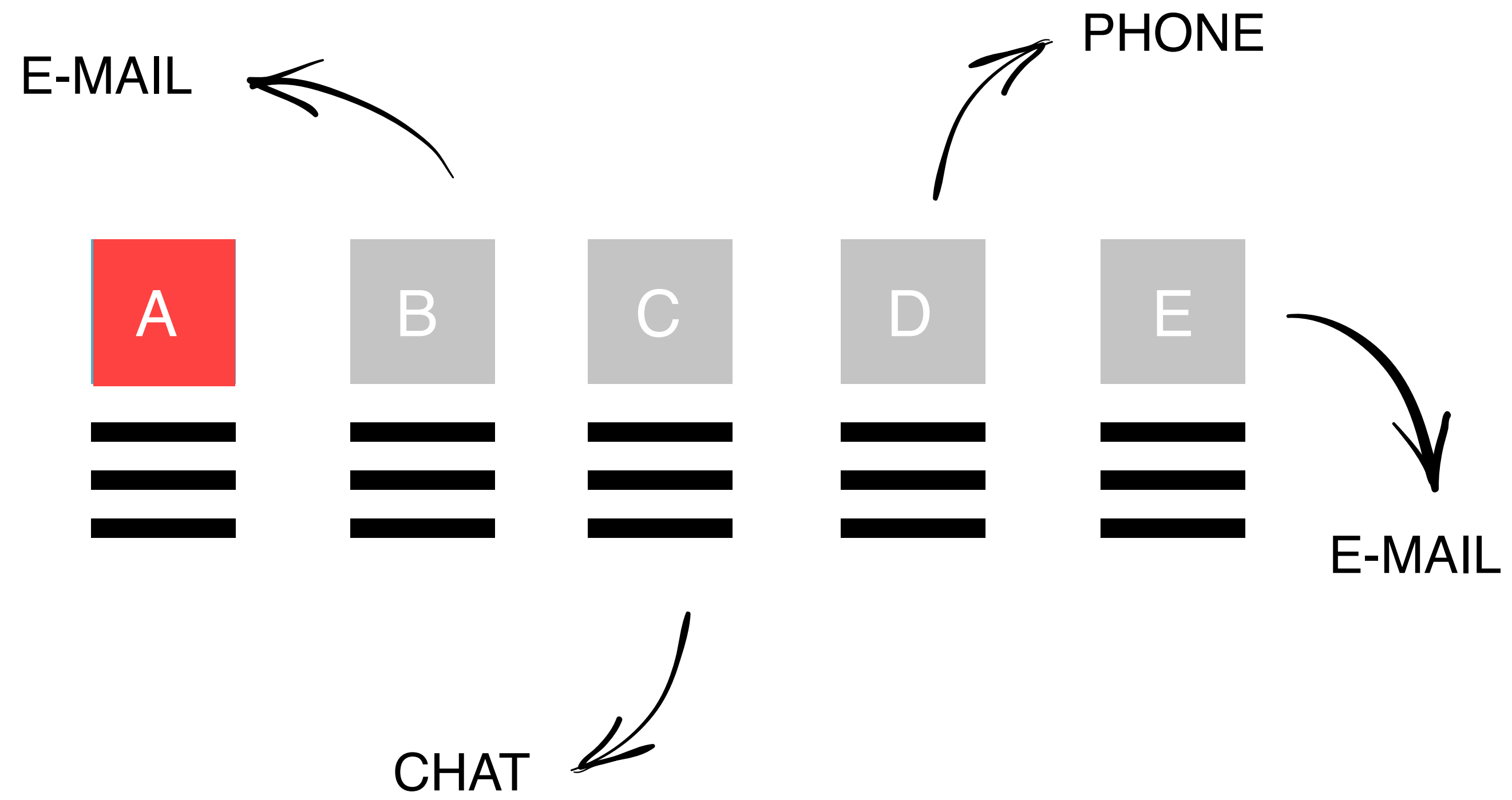


“What you focus on grows. Set clear priorities, or distractions will set them for you.”

# HOW TO *focus* LIKE YOUR LIFE DEPENDS ON IT

HOW'S  
WORK?







SINGLE TASKING

FEAR.OF.MISSING.OUT

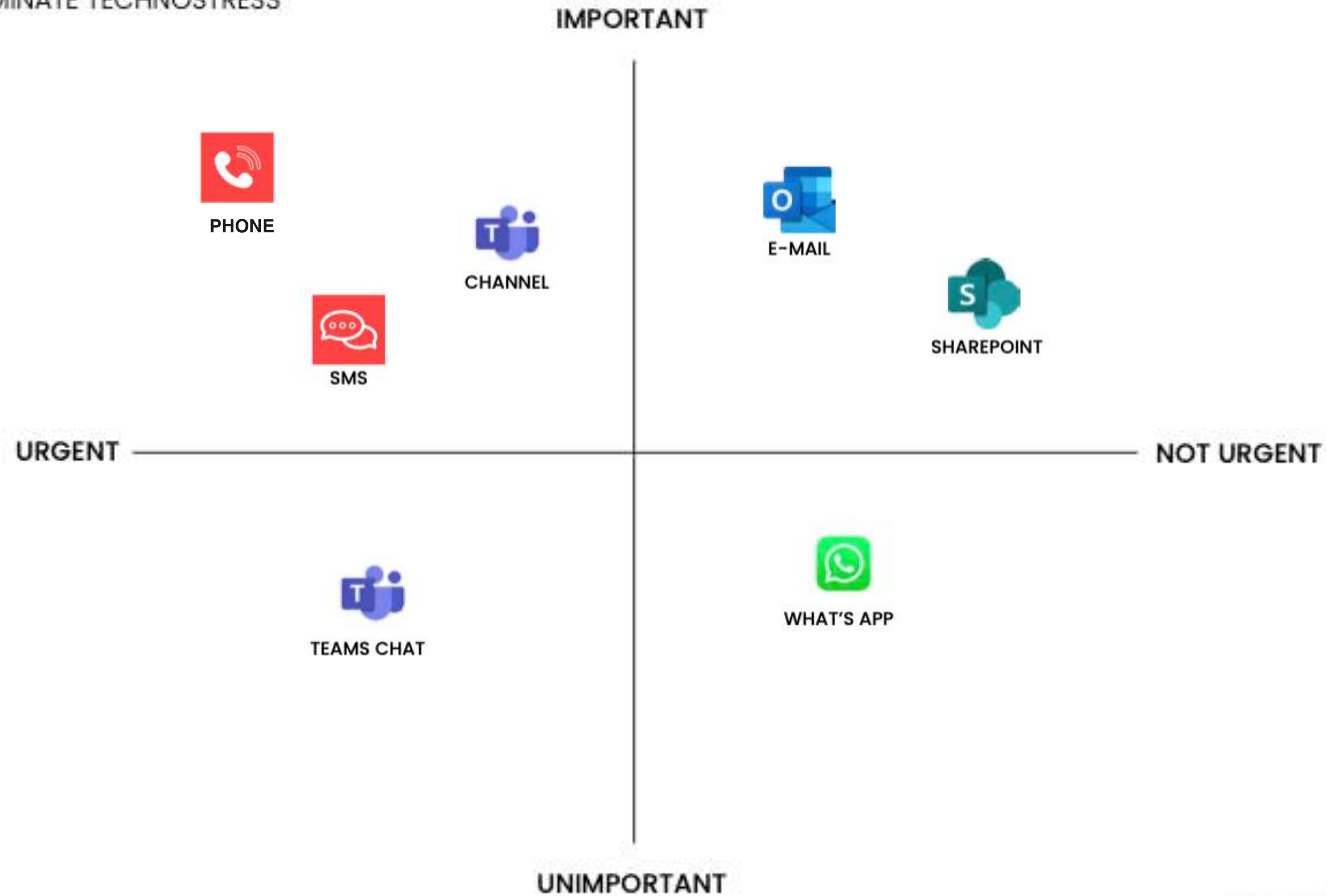
## FOCUS TIME AGREEMENTS

- HOW TO INDICATE IN AGENDA
- HOW DO WE COMMUNICATE?
- HOW TO MAKE OUTPUT VISIBLE?
- WHICH CHANNELS REMAIN OPEN?

# COMMUNICATION *Matrix*

ELIMINATE TECHNOSTRESS

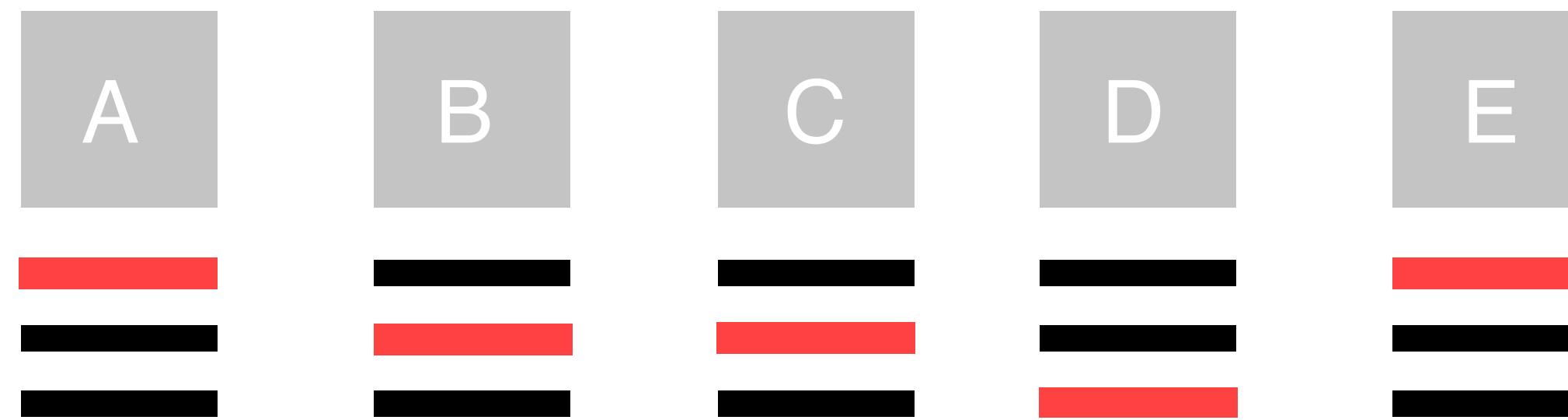
HOW'S  
WORK?



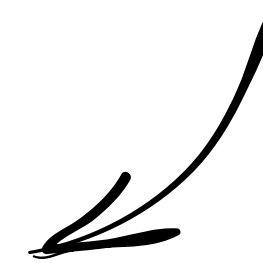


SINGLE TASKING

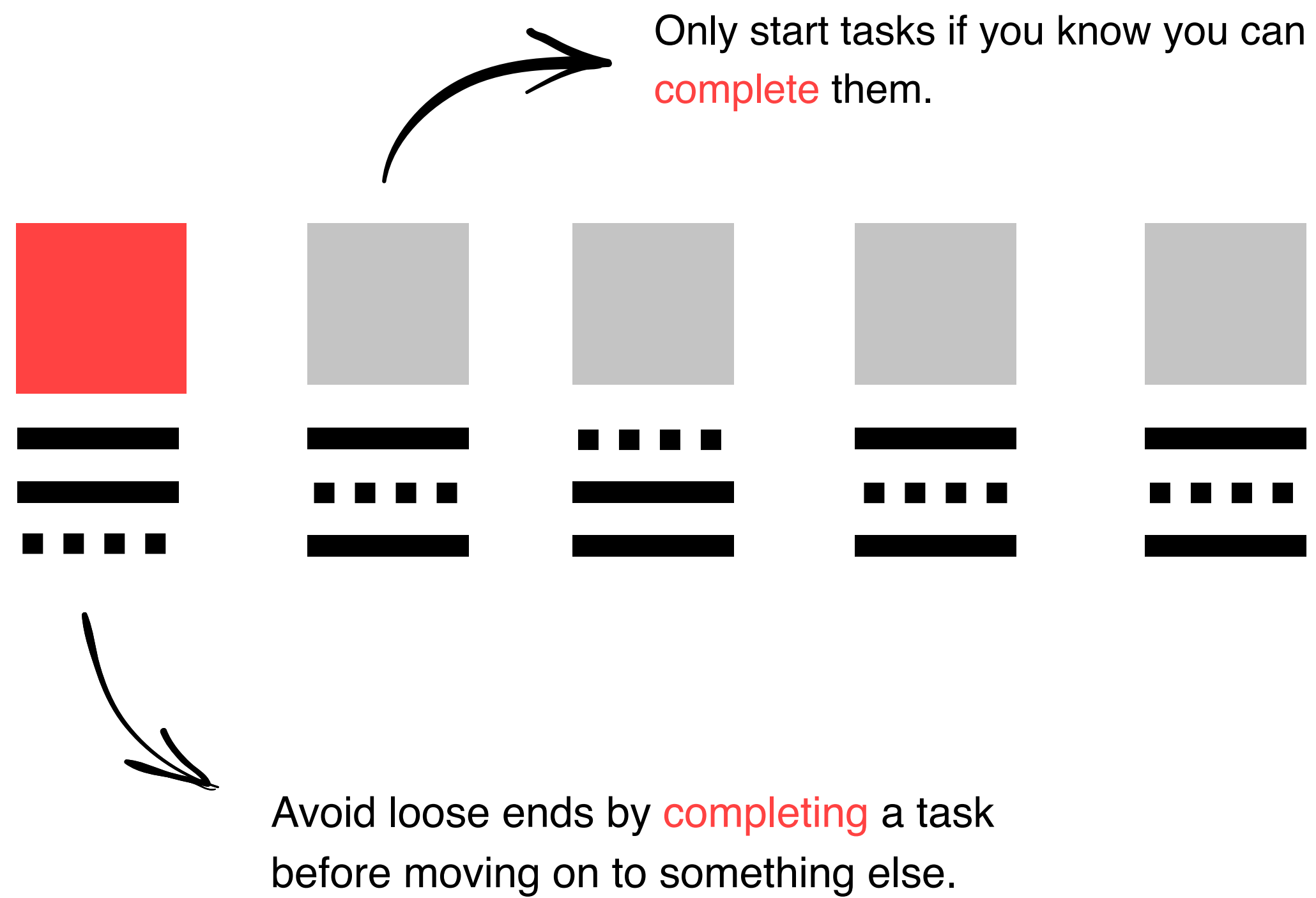
# START *Batching*



Minimise task switching  
by 'batching' tasks  
per brain activity.

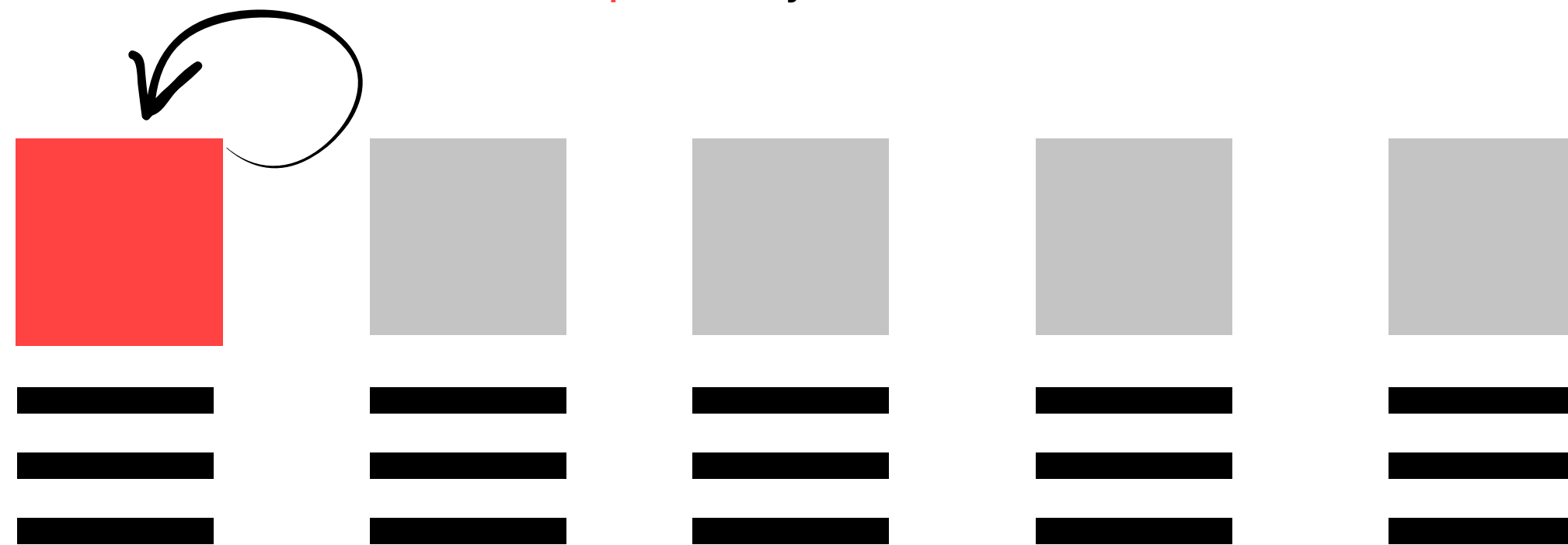


# STOP *Loose ends*



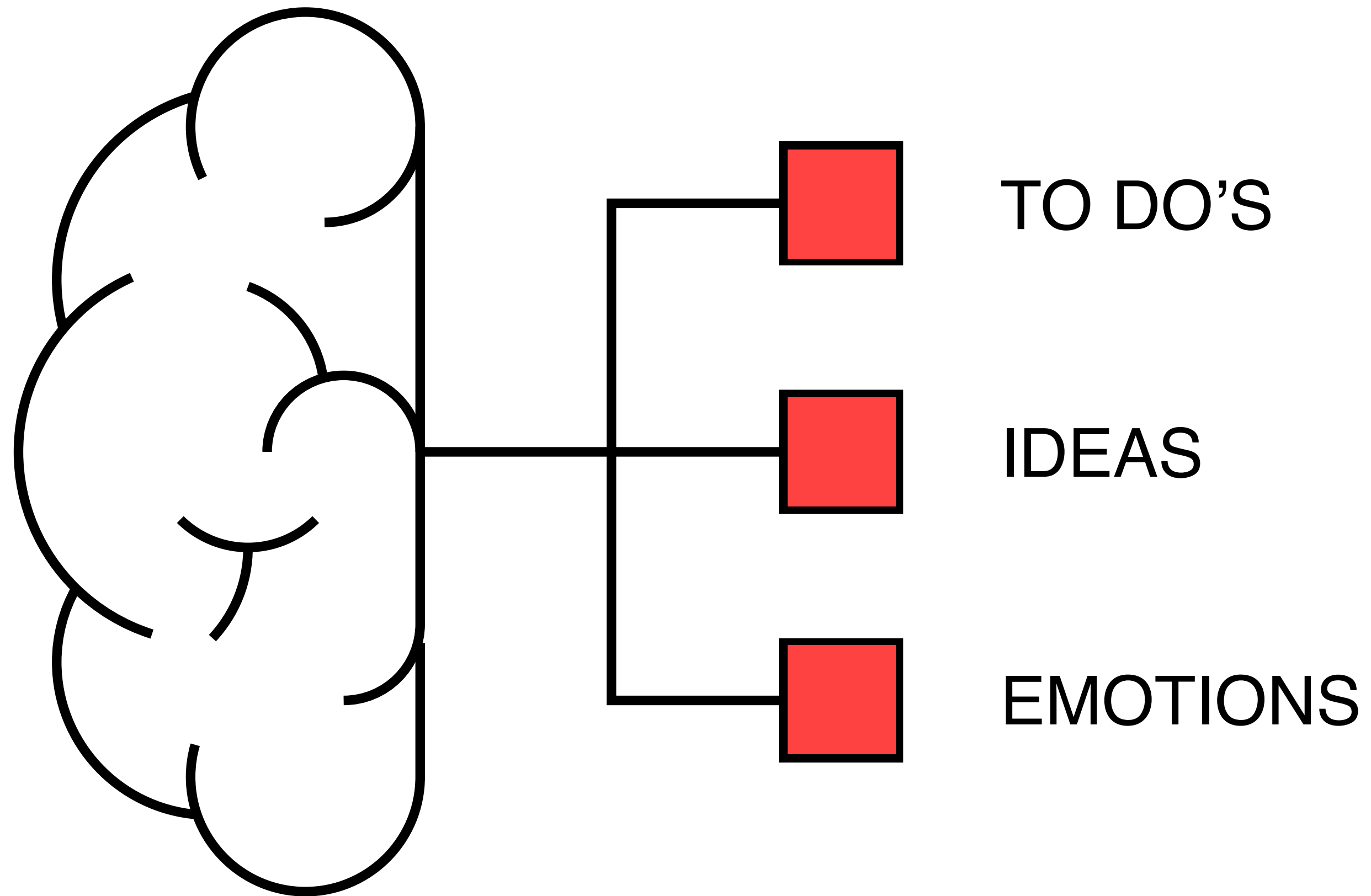
# STOP *Loose ends*

Avoid mental loops by using  
**braindumps** wisely.



# START

## *Brain dumps*





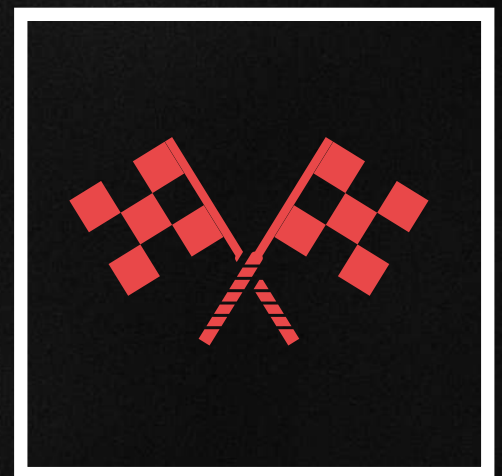
RE-FOCUS



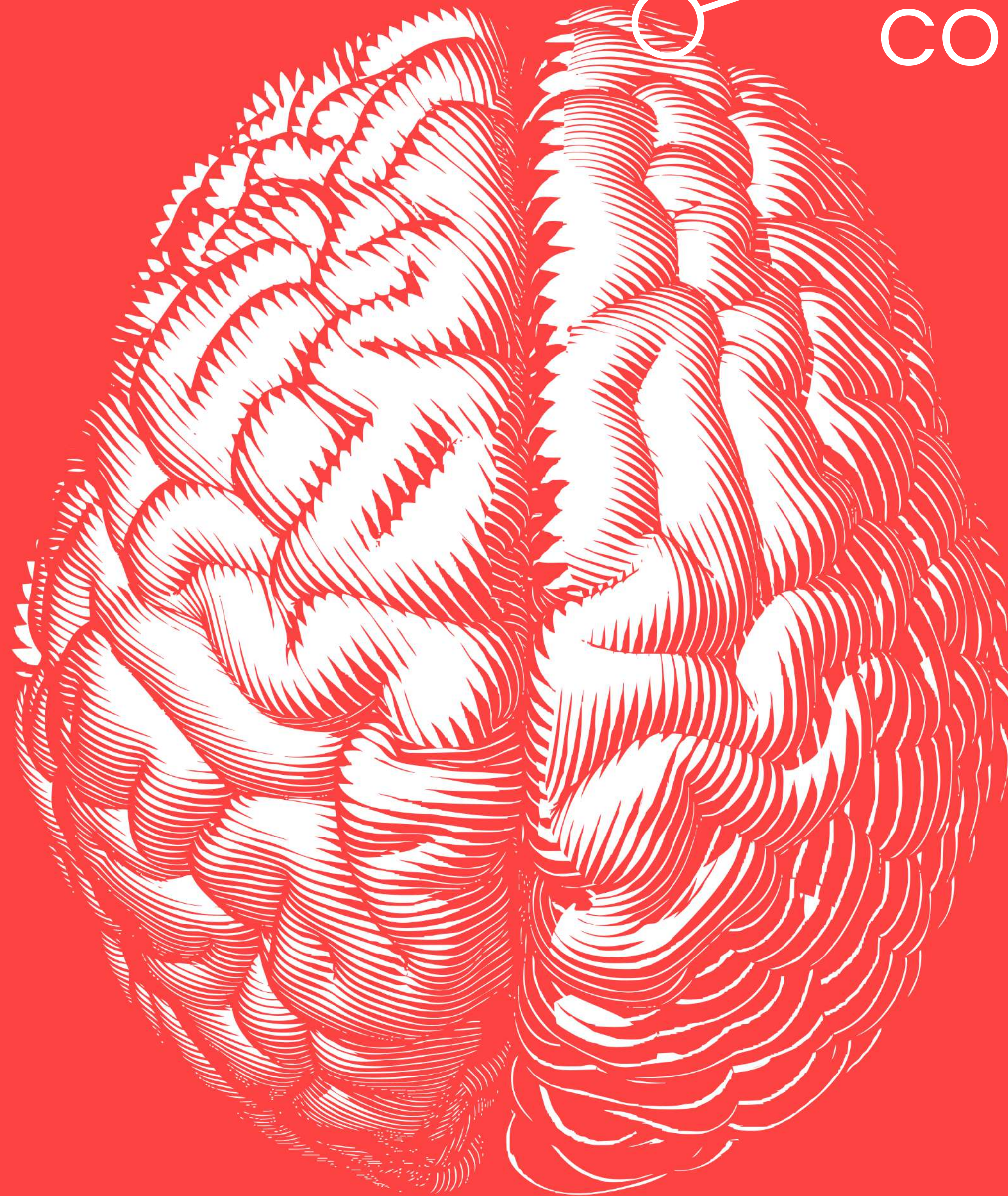
“Protect your focus: single-task, structure, batch, and braindump.”

# HOW TO *focus* LIKE YOUR LIFE DEPENDS ON IT

HOW'S  
WORK?



PREFRONTAL  
CORTEX





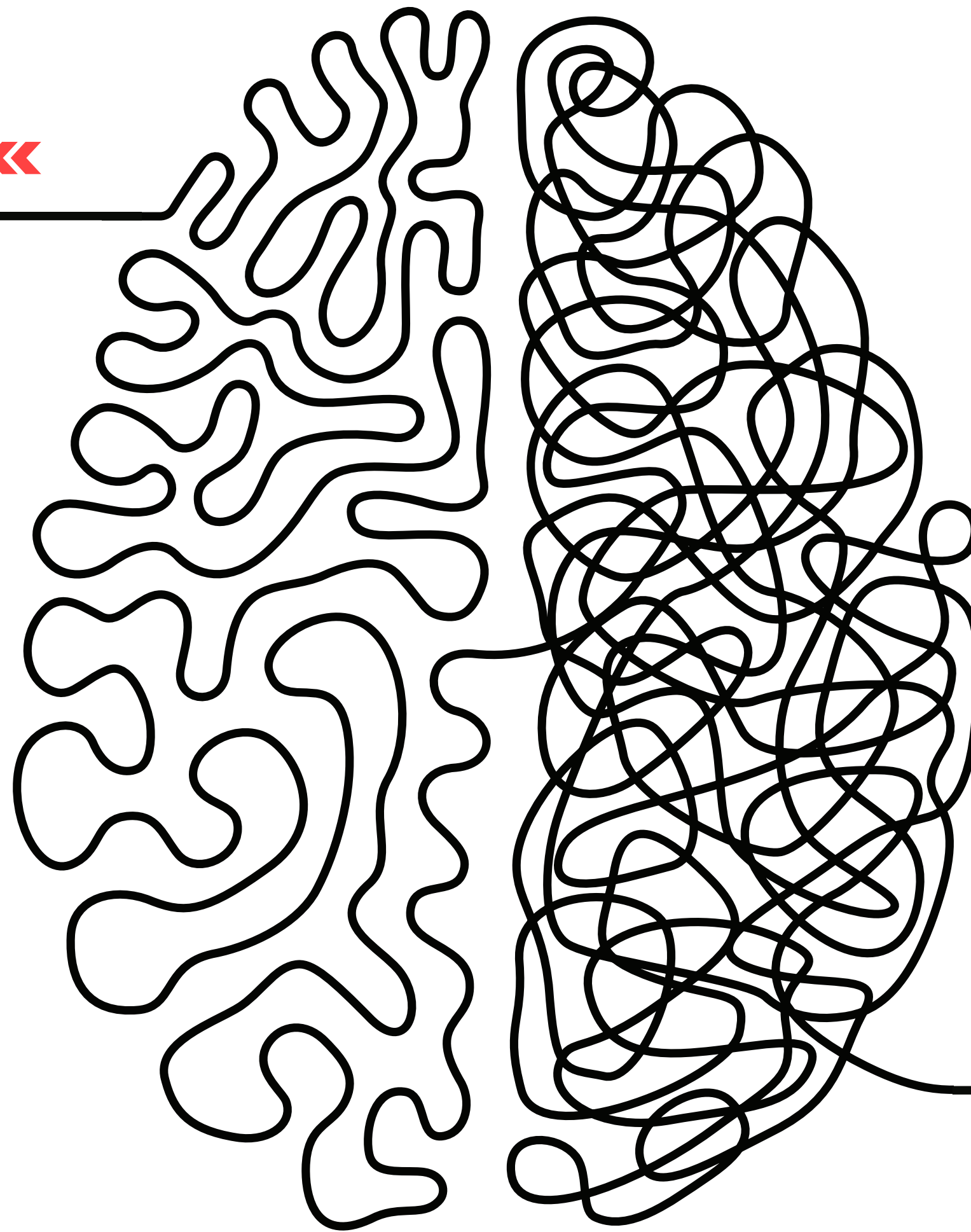
THE BEST WAY TO REPLENISH YOUR  
FOCUS IS TO LIMIT COMMUNICATION  
AFTER WORKING HOURS.

# Boundary THEORY

HOW'S  
WORK?

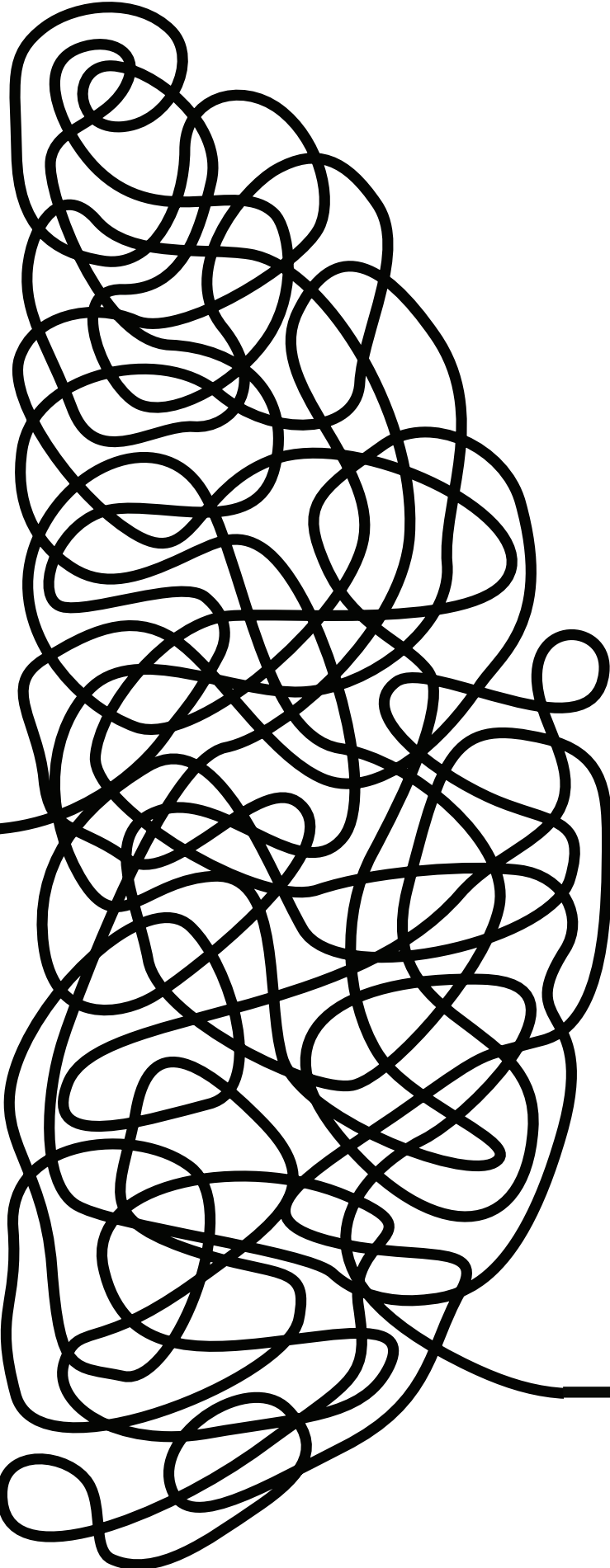
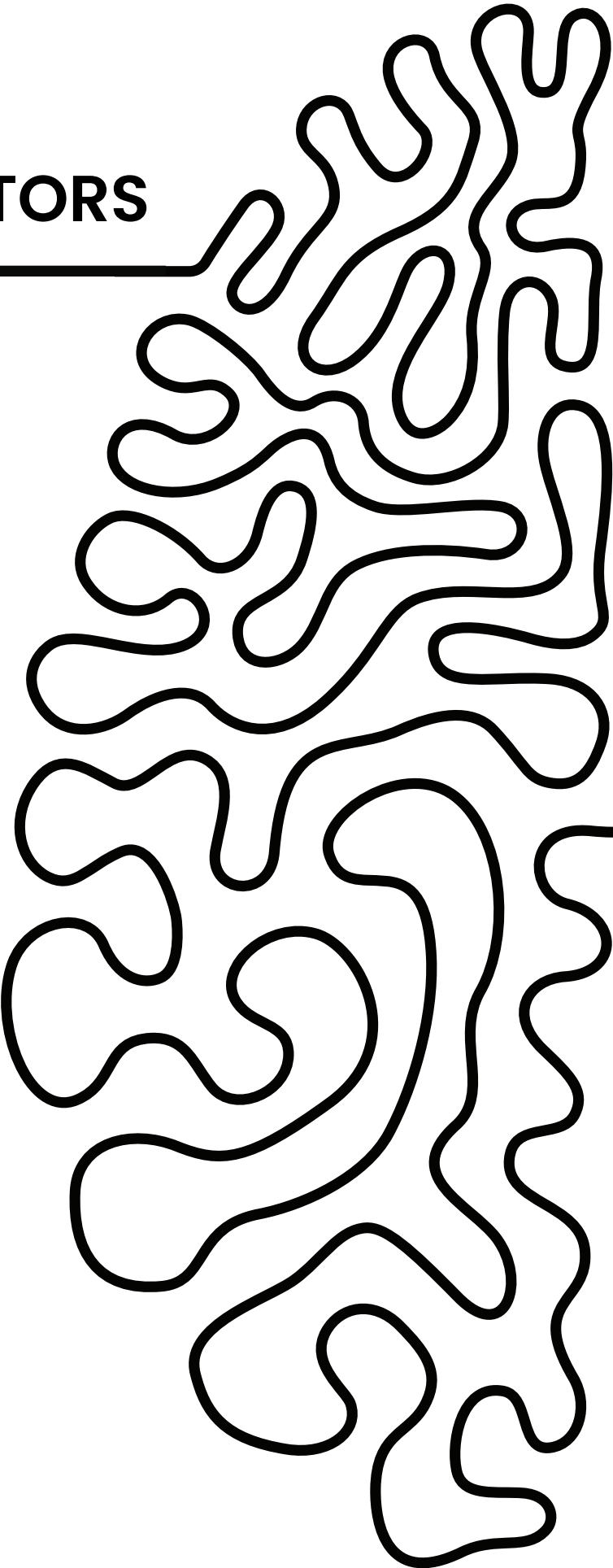
Boundary theory Nippert-Eng, 1996

**SEPARATORS** «



» **INTEGRATORS**

SEPARATORS



INTEGRATORS

*Disconnection* **STYLE**  
INTEGRATORS VERSUS SEPARATORS

HOW'S  
WORK?



# Break OUT

- 
- A row of colorful beach huts on a sandy beach under a clear blue sky. The huts are painted in various colors like blue, red, yellow, and green, with some having decorative patterns or numbers. A few people are visible sitting on the beach in the distance.
01. Do you see yourself more as a separator or an integrator? Why?
  02. What are the benefits and challenges of your approach?
  03. If you could improve how you manage your focus, what's one small change you could try?

# 2



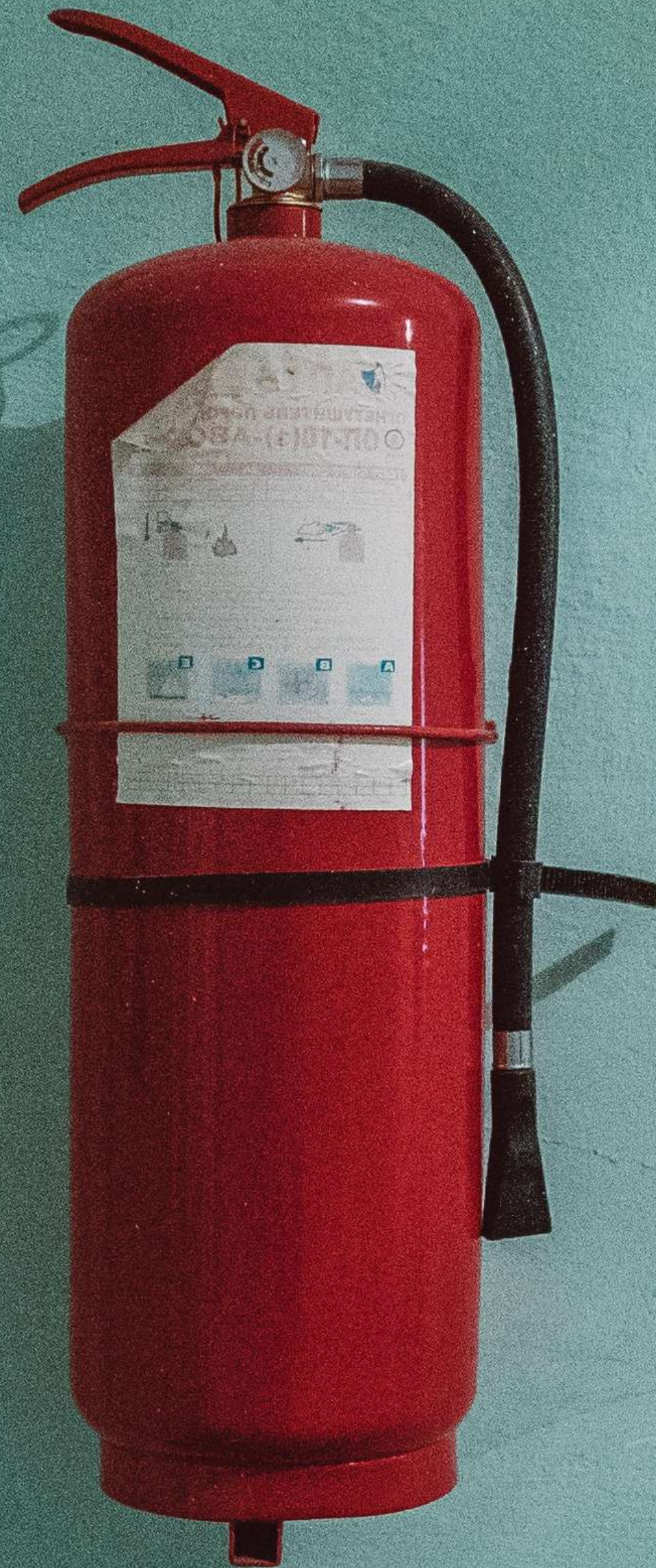
# MORNING TEXTER

OFFLINE

# HOLIDAYS & WEEKENDS

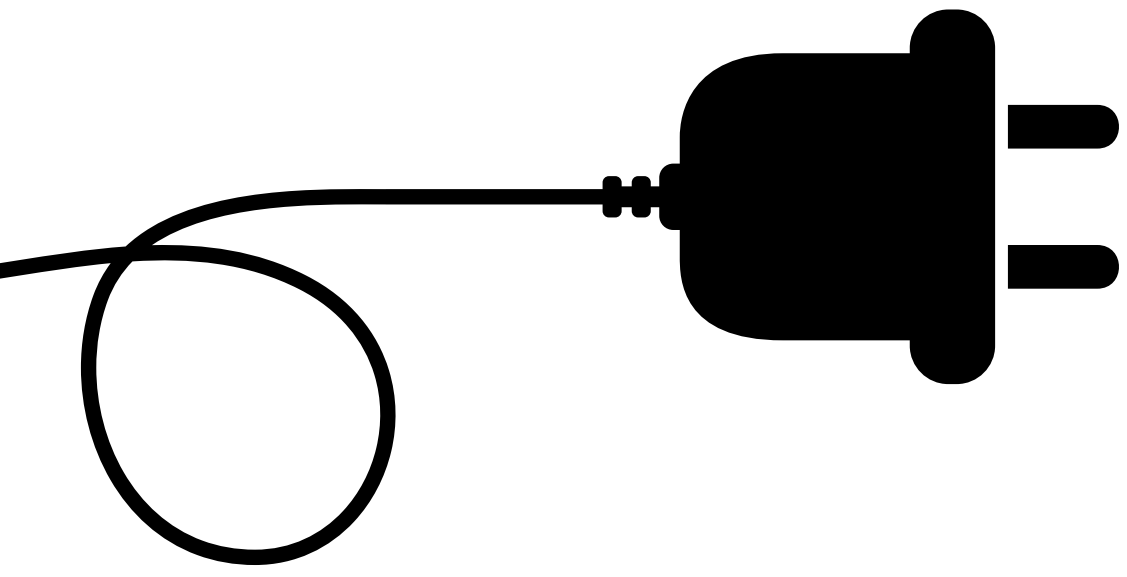


OUT  
OF  
OFFICE



## *How* DOES FOCUS WORK?

The spotlight on focus



## *What* CAN I DO TO FOCUS BETTER?

About a Formula 1 pilot

## *Where* WILL I DIRECT MY FOCUS?

After this session

STOP

START

CONTINUE





“ Better focus isn’t about working harder, but working smarter – by choosing where your attention goes and protecting it. ”

THANK  
YOU!