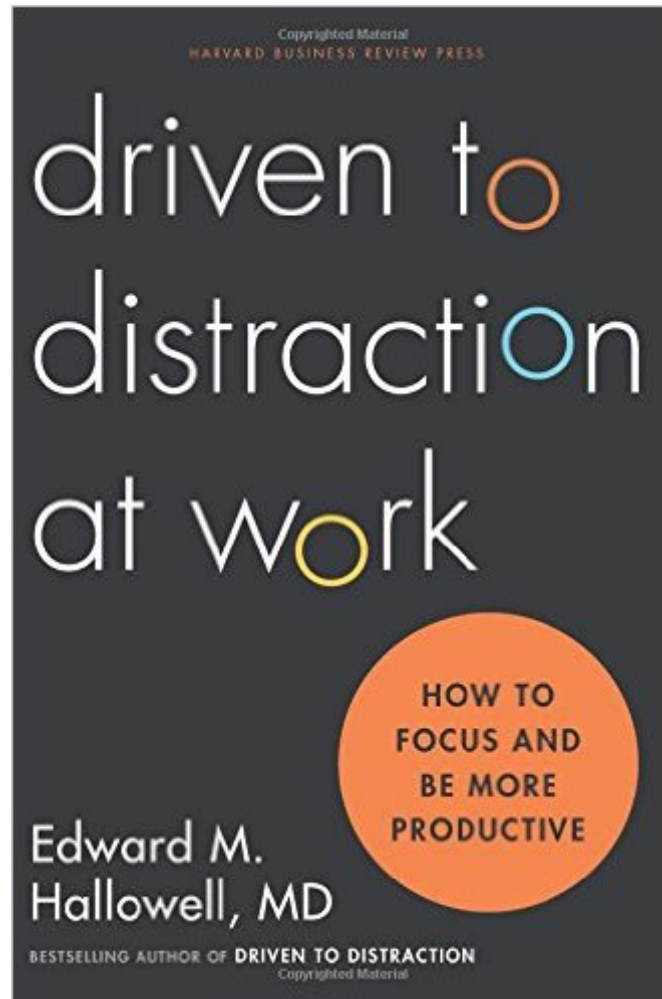


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# Driven To Distraction At Work: How To Focus And Be More Productive



## Synopsis

Are you driven to distraction at work? Bestselling author Edward M. Hallowell, MD, the world's leading expert on ADD and ADHD, has set his sights on a new goal: helping people feel more in control and productive at work. You know the feeling: you can't focus; you feel increasingly overwhelmed by a mix of nonstop demands and technology that seems to be moving at the speed of light; and you're frustrated just trying to get everything done well—and on time. Not only is this taking a toll on performance, it's impacting your sense of well-being outside the office. It's time to reclaim control. Dr. Hallowell now identifies the underlying reasons why people lose their ability to focus at work. He explains why commonly offered solutions like "learn to manage your time better" or "make a to-do list" don't work because they ignore the deeper issues that are the true causes of mental distraction. Based on his years of helping clients develop constructive ways to deal with distraction, Dr. Hallowell provides a set of practical and reliable techniques to show how to sustain a productive mental state. In Part 1 of the book, he identifies the six most common ways people lose the ability to focus at work—what he calls "screen sucking" (internet/social media addiction), multitasking, idea hopping (never finishing what you start), worrying, playing the hero, and dropping the ball—and he explains the underlying psychological and emotional dynamics driving each behavior. Part 2 of the book provides advice for "training" your attention overall, so that you are less susceptible to surrendering it, in any situation. The result is a book that will empower you to combat each one of these common syndromes—and clear a path for you to achieve your highest personal and professional goals.

## Book Information

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## Customer Reviews

I have reviewed most of Ned Hallowell's previously published books -- notably *Delivered from Distraction: Getting the Most out of Life with Attention Deficit Disorder* (2005) and *Answers to Distraction* (Paperback), co-authored with John J. Ratey (2010), and *Shine: Using Brain Science to Get the Best from Your People* (2011) -- and I am by now thoroughly convinced that his mission in life is to help as many people (of all ages) as possible to accelerate their personal growth and professional development. I include *Shine* in this brief commentary because much of its material correlates very nicely with material in his latest book, *Driven to Distraction at Work*. In it, he focuses on a major problem: attention deficit trait. He devised the term -- ADT -- in 1994 to describe an increasingly more common problem in the workplace then, twenty years ago. It is much worse now, probably because of the rapid and extensive adoption of electronic communication devices. Today, many people seem to have the attention of a Strobe light blink. They have lost their ability to focus on anything, while "always in a rush, bouncing from task to task like boats against the current, worried that they're falling behind even as they strive to get ahead.

Remember the days when your only interruption was the phone ringing and a few network television channels? Now most of us have multiple phones (land line and cell), 100+ cable channels, and on-demand video services such as Netflix. Add in texts, emails, YouTube, Facebook, Twitter, Instagram and -- well -- is it really possible to be focused? Author Ned Hallowell calls this "Attention Deficit Trail" (ADT) and I think most of us have it. According to the author, ADT is an increased feeling of being rushed, an inability to give full attention to what you're doing, a growing tendency toward dissatisfaction, and the need for more "hits" of screen time. He wrote this book to help people be more productive at work. The first part of the book describes the six most common distractions at work. These are screen sucking (spending too much time on devices), multi-tasking (which doesn't work), idea hopping, worrying, focusing on fixing other people's problems, and under-achieving at work. The examples are all excellent and the strategies for improvement are do-able. The second part of the book looks at how to control your energy, based on your personality and emotional makeup. This plan is based on energy (keep your body in good condition), emotion (you need to feel supported to be productive), engagement (you must be interested to be productive), structure (create simple structures to help you focus) and control. My first big takeaway was that I need to consciously reduce the number of hours I spend in front of a screen (or multiple screens). While I used to watch TV for relaxation, I now only watch TV when I have my laptop and cell phone nearby. It's too much time in front of too many screens.

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