

## Multitasking, you need to find a cure!

Multitasking is a subject that draws so much fire when I have addressed the subject in the past in front of a group of attendees. Many of us think we are experts at multitasking when actually we are just fooling ourselves. Before we get into many of the negative effects of multitasking let's compare our brain to a few other things we can relate to and envision.

Picture your brain being like a ½" garden hose which flows about 24 gallons a minute. You get into a water battle with somebody you can direct all the water at the person. Here comes a second person entering the battle you quickly try to divide the water aimed at both people which puts 12 gallons a minute against each of them. You probably will lose the battle, all of us only have so much bandwidth and if we start dividing it up the results are not what we are attempting to achieve.

Let's look around at our life and all the ways we are attempting unsuccessfully to multitask. You are having a conversation and your phone or worst yet your watch, beeps, vibrations and alerts happen at a regular pace. You glance to see who or what is happening moving half your mental bandwidth to check the device. This is why we can't remember things we have divided our attention from our conversation to whatever our device has alerted us.

How many times have you been on a call with somebody and you can tell they are multitasking? Reading, emailing or texting while you are attempting to discuss a subject, well guess what good chances they will not remember half the conversation.

Molecular biologist John Medina, author of Brain Rules (2008), notes that "individuals that multitask experience a 40% drop in productivity and they take 50% longer to accomplish a single task whilst making up to 50% more errors than workers who focus on a single task at a time."

Please know I fully acknowledge I have the same problem with thought breaking as you do. It's midafternoon as I am writing this and will share all of my interruptions so far today and hope you do the same. Phone calls, text messages, FB alerts, FB Messenger, emails, LinkedIn alerts, Instagram alerts, Snapchat alerts, Twitter alerts, YouTube alerts, Amazon shipping alerts plus weather, news and sports alerts. Oh, let's not forget if we wear a device that tells us to move or stand. This is just on my mobile devices not counting what's happening on my computer!

My goal is to help you switch from Multitasking to Single tasking and ways to improve your overall productivity! This is article/blog number 10 in my "Raise the Bar" campaign. If you missed any of them you can find them on my FB Timeline, my FB page Dick Betts Blogs or my website. #raisethebar