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*Newsletter Issue #36
Multitasking: Hit or Myth?*



Holly is presenting at more than twenty large industry and association conferences this year! Her keynotes will cover everything from **Are You Swift -**

moving with focus and flexibility in today's changing world to Innovating Every Day - using your brain to think differently and win.

[Contact us](#) today if you are a member of an association or group that would like to be engaged and challenged to pause, think and focus to experience even more success.



You asked for it...

Multitasking: Hit or Myth?



Have you ever watched someone attempting to do several things at once in the workplace?

Their energy level is high, they're constantly in motion and they look like the kind of worker every organization wants to have. But if you look closer you can see they're not accomplishing much. Or else

they're getting it done slower and with more mistakes than people who focus on one activity at a time.

We have a word for this behavior. It's called multitasking. More than just a popular buzzword, multitasking has become a workplace badge of honor that many proudly wear. But current research shows that multitasking does not serve us well, and that we engage in the behavior at our own peril.

In a recent study, researchers at Vanderbilt University used MRI imaging to monitor brain functioning in people engaged in more than one activity at a time. They summarized their findings as follows:

"When humans attempt to perform two tasks at once, execution of the first task usually leads to postponement of the second one. This task delay is thought to result from a bottleneck occurring at a central, amodal stage of information processing that precludes two response selection or decision-making operations from being concurrently executed.... Our results suggest that a neural network of frontal lobe areas acts as a central bottleneck of information processing that severely limits our ability to multitask."

Or in plain English, humans suck at multitasking.

The problem isn't so much that we don't do well at multitasking. It's that we think we do. In today's time-



and we've been busy creating more tools to enable your ongoing success! Watch for workbooks, video series and other support options coming soon.

In the meantime, give Holly a call if you have a need or an idea for a tool that would help you and your organization achieve greater success!

Is it time for a Strategic Planning Makeover?



Holly has published an incredible resource for all leaders and managers who want to ensure their business can stay competitive and maintain the agility to keep up with today's volatile markets. [Click here](#) to access this **free** white paper and learn how to develop critical new skills and ways of thinking to keep you and your organization moving in the right direction.



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deprived, more-on-our-plates-than-we-can-handle-at-one-time workplace, multitasking seems like a sensible approach to the incessant demands on our time and attention. So we continue to engage in the behavior, even in the face of increasing evidence that suggests we do so to our own detriment.

How does multitasking keep us from performing at our best?

- **It makes us less efficient**
- **It inhibits creativity**
- **It causes stress**
- **It's addictive**

Clearly, multitasking does not produce the results we hope for or intend. Instead, it actually works against the goals we're trying to achieve. [Click here](#) to read the full article and [click here](#) for tips on how to break this inefficient and ineffective cycle.

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Answer to last edition's *Who said this?*

"All learning begins when our comfortable ideas turn out to be inadequate." **John Dewey**

American philosopher, psychologist and educational reformer

This issue features two *Who said this?*

#1 "A weakness of all human beings is trying to do too many things at once."

#2 "Multi-tasking - Screwing everything up simultaneously."

Find out who in the next newsletter.



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- A \$2B GLOBAL LEADING PROVIDER OF PERSONAL PROTECTIVE GEAR TO CREATE AN ENVIRONMENT (INCLUDING PROCESS, TOOLS, SYSTEMS AND CULTURE) TO MAKE INNOVATION A PART OF HOW THEY CONTINUE TO DELIGHT CUSTOMERS WITH NEW PRODUCTS AND SERVICES
- A FAST GROWING \$25M SPORTS TRAINING COMPANY TO FACILITATE STRATEGIC PLANNING AND THINKING DIFFERENTLY
- A LEADING PROVIDER OF WELLNESS PROGRAMS TO LEAD STRATEGIC PLANNING AND DEVELOP THE LEADERSHIP AND MANAGEMENT TEAMS TO ACHIEVE THE STRATEGIC GOALS
- A GOVERNMENT AGENCY TO DEVELOP MANAGEMENT AND LEADERSHIP CAPABILITIES VIA LEARNING SESSIONS AND COACHING TO DRIVE HIGHER PERFORMANCE
- A START UP INSURANCE BROKERAGE TO DEFINE THE STRATEGIC PLAN, DETERMINE SIGNIFICANT INITIATIVES, PROCESSES AND PEOPLE NECESSARY TO ACHIEVE IT

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