

# Vision Statement

## The Multitasking Paradox

You may suspect that multitasking is counterproductive—and new data suggest that it is. The charts below depict a day's worth of computer use by two workers, one who changed focus relatively few times and one who constantly shifted between activities. The two were among thousands of users who tracked their actions every day with a software tool called RescueTime. The

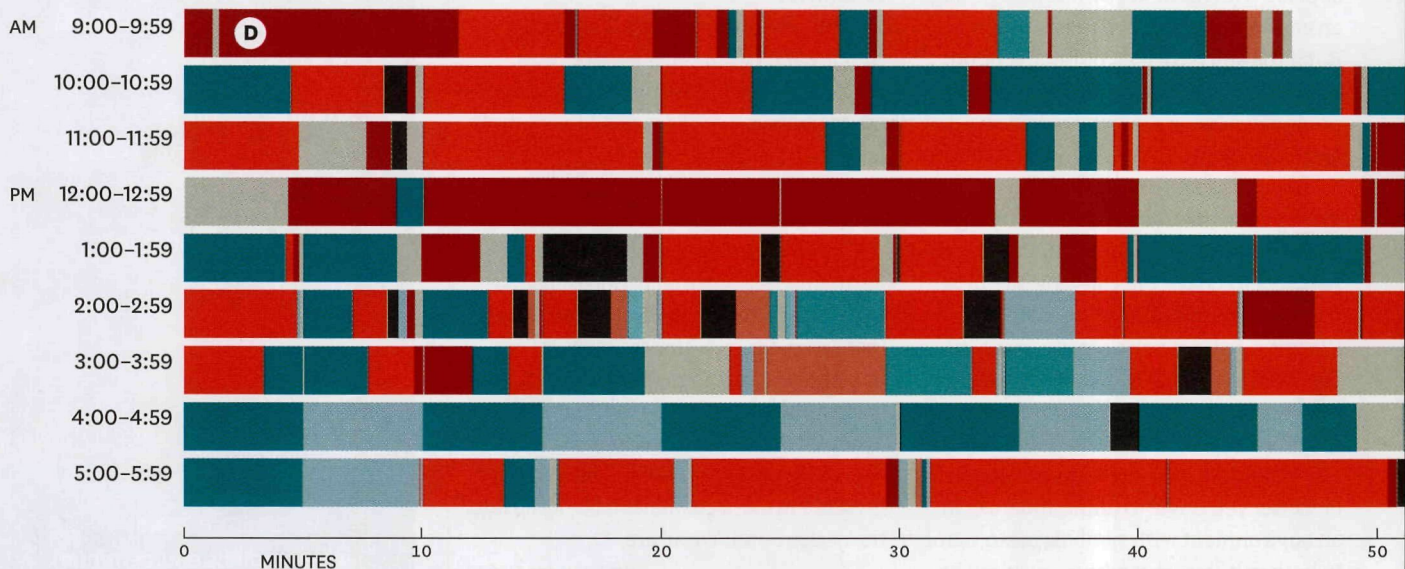
aggregate data paint a sobering portrait of the frenetic modern worker, who switches tasks hundreds of times a day, on average (not including smartphone distractions). And the more workers switch, the less they accomplish, according to RescueTime CEO Joe Hruska. The lesson: Stick to one thing at a time. You'll get more done.

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### Worker 1 COMPUTER USE ON NOVEMBER 7, 2012

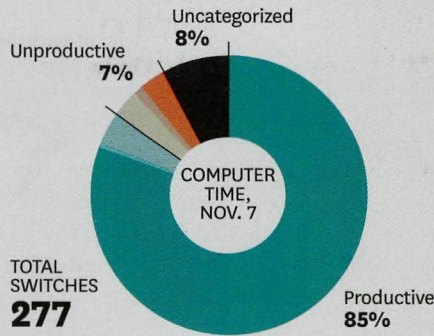


### Worker 2 COMPUTER USE ON NOVEMBER 7, 2012





# A Tale of Two Workers

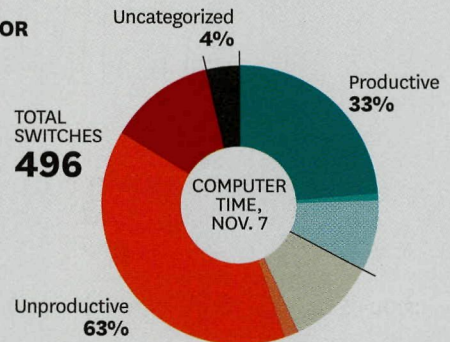


## WORKER 1: A MANAGER'S DREAM

- A** She gets right to work instead of easing into the day by e-mailing or surfing the web. The unproductive time around 10:00 is most likely a coffee break—which probably recharged her and increased her productivity later on.
- B** She gets away from the computer altogether for a large part of her lunch hour, which is good.
- C** She takes a final break midafternoon and, as before, returns quickly to work.

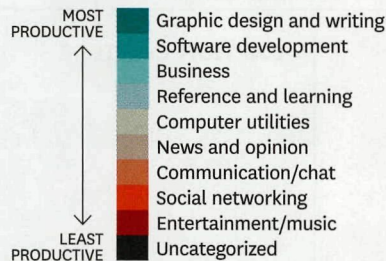
## WORKER 2: THE DISTRACTED PROCRASTINATOR

- D** He starts his day with time-wasting activities—playing music and video games, visiting social network sites. Ironically, his longest periods of focus are spent on unproductive things.
- E** Notice the lengths of the bars: He gets far more than 60 minutes' worth of activities into an hour.
- F** After a spectacularly unfocused stretch from 2:00 to well past 3:00, he begins to focus, trying to cram in the work he's been avoiding all day.

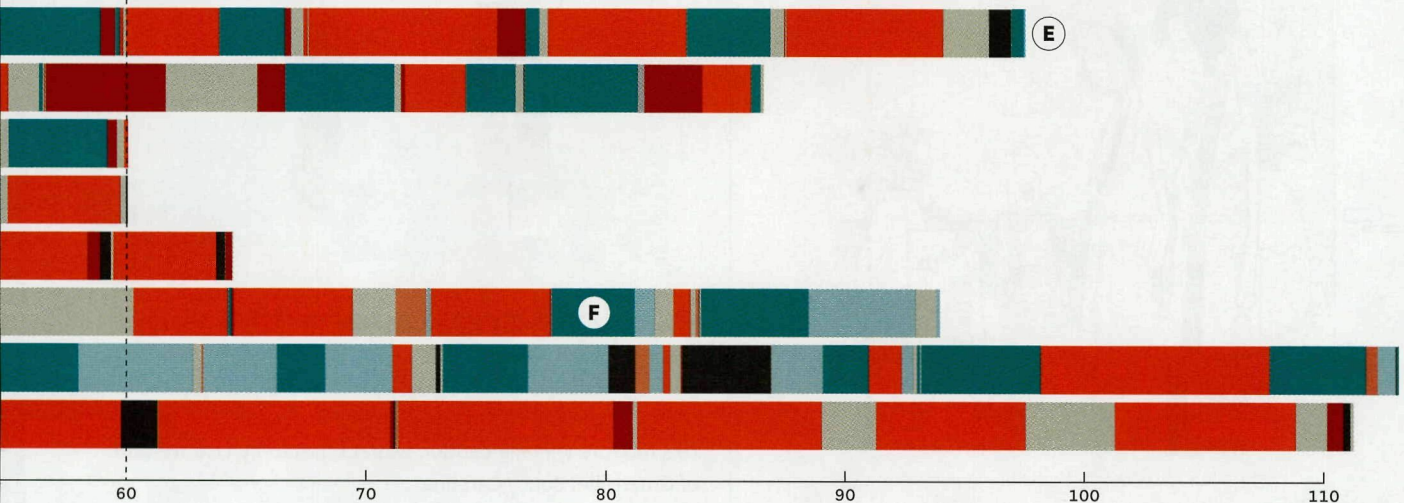


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### TYPE OF ACTIVITY



BECAUSE OF MULTITASKING, SOME HOURS HAVE MORE THAN 60 MINUTES' WORTH OF ACTIVITIES



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