



## danibu update

Fall 2020 - update #16

### The FOCUS issue

The beauty of working as a consultant is that I get the opportunity to delve into a variety of organizations: Different places, different people, different cultures. Every client assignment brings different challenges and opportunities. Sometimes, this means juggling multiple projects, whilst keeping the focus on delivering each and every one of them within deadlines and budgets.

Finding focus and becoming better at the art of concentration seems increasingly difficult in our 'overcooked' world: Teachers complain that their students can hardly pay attention for 10 minutes. Managers get distracted after 10 minutes into another (virtual) meeting. Webinar participants' minds wander off after slide 5... The number of self-help books and workshops around focus increases as we speak.

Enjoy this issue of the danibu update, consciously distracting you from whatever it is you're doing and delivering some tips on more focus and productivity.



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## The overflown brain



Maybe you've read the book with the same title. An excellent overview of today's information overload and our brains' limit to it. Today's turbulent world makes it hard to maintain a strong focus. And, hey, let's be honest: **Multitasking is a myth!**

We Fear Of Missing Out (FOMO), and so we

- consume 10 times more information daily than in 1986 - the equivalent of 175 newspapers a day
- scroll through 443 m of information daily - the height of the Empire State Building
- process 35 gigabytes of information daily
- opt-in to constantly receive push messages with breaking news
- have the next Zoom meeting for us, while (uninvited!) advertising banners pop up on our screen
- become victims of our own screen terror, with WhatsApp beeping, blinking or thrusting red numbers in our face - non-stop!

Poof, away focus ...

Focus is a powerful thing and a strong asset in our tool belt. This is why this topic now features in the [danibu trainings](#) and online masterclasses, helping participants to carve out the 'one key thing' to focus on in their communication.

The stronger your focus, the more you can get done and make real progress: In your communication activities, slide design, email correspondence or putting together this all-important first impression for your CV or website.

Concentration is like a muscle you have to train. [Email](#) danibu if you're interested to join one of the upcoming sessions, filled with exercises that help you focus on one point without distraction.



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## Attention leaks



Our reservoir of will and discipline is limited. And so is our attention span. Experts speak of 'an innate human attention span of maximum 27 minutes'.

Sustaining attention on one single task is crucial for finishing it and ultimately

achieving our goals. However, an overwhelmingly increasing number of distractions and interruptions want our attention in real-time. They're called attention leaks, and here are the 3 worst:

### **1. Mobile phone**

Are you addicted to this colored ball on your smartphone? Strong is the person who can resist the call of such a signal - a sign that there is a new message or breaking news alert from a news app. They're all small gifts you can unwrap, satisfying your curiosity for a while. Problem is: It takes your brain a little bit of time to ramp up and zone in on the task you're doing, and every time you receive an interruption from your mobile phone, your brain immediately ramps down and needs to ramp back up again. Momentum lost!

Silly, but works: Put the phone out of reach and upside down. Communicate to others that you'll stop being constantly available.

### **2. Apps**

Apps request permission to send notifications. When you install an app, refuse that request. If you have agreed before, turn off the notifications. Make app notifications less tempting by turning off the colors. A grayish screen is less attractive.

Use the screen time monitor to check which apps you spend time on. You'll be shocked to see the hours wasted.

### **3. Open space offices**

Open-plan offices are considered the 'new way of working'. But they're actually disastrous for concentration. Here's a great [video](#) that shows you why. Open-office designs give you the illusion that you can shut yourself out, but your (unconscious) brain permanently scans what's happening around you.

For now, the Covid-19 pandemic has naturally solved this by encouraging every one of us to work from home.

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## **What's up in the danibu community?**



### **DOMO Chemicals**

I started a new interim adventure: Senior Internal Communications Expert a. I. at **DOMO Chemicals** - a global engineering materials company and highly integrated solution provider committed to the sustainable future of polyamides. With these unusual and disruptive times around the world, 'remote on-boarding and home office' are 'the new norm'. I can already say how comforting it is to be joining a highly agile company, and am thankful for my new team and colleagues for their great support in getting me started at #DomoChemicals. Thanks for a nice welcome package containing some corporate goodies. Virtual or not - but such warm welcome makes the best start!

### **Haarlem Marketing**

danibu supports *Anno Haarlem*, an initiative of Haarlem Marketing, the Marketing & Tourism Board of the city of Haarlem (NL). A great activity that combines different cultures, hosting and presenting, and the power of 5 languages - internally to their team and externally to tourists.

### **Online Masterclasses**

danibu recently provided a series of *online Masterclasses* and *virtual lunch 'n learn sessions* about the "perfect Corporate Communication choreography" to members of the IST University of Applied Sciences in Düsseldorf (GER), as well as to a group of managers within a global pharmaceutical company. Participants of both organizations were able to learn the essentials of (virtual)

communication in the comfort of their home (office).

If you feel you need a communication injection over zoom, or want to learn how to pitch, present and persuade like a pro, or formulate your very own training needs - [email danibu](#). You can join individually, or with your entire team - simply a WIFI connection will do.



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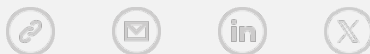
## Did you know? The perfect pause



Concentration only works if you are fit - mentally and physically. So, it's good to free your mind from mental clutter every now and then. Maybe you have the luxury of meditation, breathing or mindfulness exercises before a meeting. But even a 1-minute relaxation to clear your mind before you get active helps.

Focus is the new IQ. So, why not inserting the perfect pause into your daily routine? But, what makes a pause perfect? And what does an ice bath have to do with it?

Find out by clicking [here](#).



**danibu**   
*Making your communication dance*

danibu is the communication consultancy and creative production company that gets everybody in step with one another. danibu partners with clients across industries and markets to improve communication footprints and to create unique work for leading businesses and brands.

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