

# Leadership Mindset Cleanse

Our most valuable assets are TIME and ATTENTION. Fulfillment and achievement comes from utilising the right tools, at the right time, and that feed directly into your goals.

We wake up with our 100% capacity of energy each day - I call this our energy bucket. As we go through the day, what we use our time and attention on reduces what's in our energy bucket for that day. **Clearing your day of things that don't enhance positive experience**, learning or growth is a sure way to make optimum use of your energy bucket and unlock the potential in you and your business.

In today's world, it is vital that we consume content and pay attention to what **supports only what we value** and is good for our mental, emotional and physical health. Surrounding ourselves with what helps us in these areas is key to harnessing our skills and talents to fulfill our deepest potential.

## Distraction looks like...

### 20x Loss

It takes around 20 minutes for the brain to re-enter the level of focus it was in when you've been distracted. If you get distracted 6 times in the day, that's 2 hours of re-focusing. In reality, we are distracted a lot more.

### Not So Smart

On average, a smartphone owner unlocks their phone 150 times a day, and we send or receive 94 texts per day.

### Tap Out

A typical smartphone user thinks they touch their phone 100 times a day, but in reality a user taps on their phone 2,617 times a day.

- So, how much time are you losing on distractions each day?
- How much time is your business losing?
- How much growth and revenue could your business make simply by getting time back?

Here are 5 steps to removing distractions and taking control of your time, so you are working from a point of clarity on the things that matter most.

## 1. CHOOSE WHAT TAKES UP SPACE

Write down a list of what is important to you in your life and for your business on one page – these are your essentials. This highlights what is valuable for you, and by default what is not. Look at every app you have on your devices. For each app, consider:

- When was the last time I used this?
- What did I use it for?
- What would be the worst thing to happen if the goes?
- What would the best thing be?
- Does it fall into my list of valuable things for me and my business?

For anything that doesn't fall into your essentials list, delete, remove account, unsubscribe.

Remember, anything you remove can be re-installed, re-subscribed to, at any point if it becomes valuable to your business, your activity and your growth. Negate the FOMO.

## 2. MANAGE DEVICE NOTIFICATIONS

Every device has the power to deliver notifications in various ways, and you have the power to choose. Manage each app notification by actual relevancy. Use your essentials list to select what is essential only. Go through your notification settings on all your devices and consider:

**URGENCY:** Set only the absolute urgent and need to know's to alert you – these are business and personal critical. There should only be a small handful in this category. These should deliver as sound and on lock screen. This way, you have peace of mind on urgent matters. Emails and social media are likely not in this category.

**EVERYTHING ELSE:** For all other notifications, alter the way they are delivered to you other than a lock screen / immediate screen setting, so you choose how and when you view them. Choose if you want a badge icon, sound, notification screen, cross device sync, etc. This keeps your attention focused on your task in hand, so you are completely present for everything you do – a quick win for distraction management.

**INVEST TIME NOW FOR IMMEDIATE EFFECT:** If you spend 1 hour going through your devices notification settings, you have likely already saved yourself 10 times that in 1 week. Now, you have cleared your space of unneeded distractions.

## 3. UNSUBSCRIBE, REMOVE & DELETE

One of the most distracting parts of our day is our emails. A clear digital space sets up the environment for a clear mindset. Dedicate a week where you consciously unsubscribe and delete anything that does not bring you actual, real value. Think about what is going to directly help you achieve what you want.

- When an email comes into your inbox and you either usually ignore it or never do anything with it, get them out of your email life. Unsubscribe and delete.
- If there is anywhere else where you can hit 'delete', use this exercise to do it - free up more of your valuable time and attention.

Once you've done this for the first time, repeating the process consistently once a month is quicker each time and keeps the activity that comes towards you relevant, valuable and enjoyable.

1 hour invested each month saves hours each day on non-essential distractions and workload.

## 4. DND IS YOUR FRIEND

Use your Do Not Disturb and airplane mode features to give you a distraction-free zone when you need it. This is one of the easiest and most effective tools to support your intentions to focus and be present.

This is a quick, easy way to achieve:

- No distractions
- More headspace
- Tapping into a creative flow
- Control of your thoughts and actions
- Reducing the impulse to switch tasks, activating the 20-minute refocus gap

Use this feature when you are doing any focus-required piece of work, when you are with others, when you feel it is right to solely dedicate your time and attention to one important thing.

It's also a great practice to use this when you are eating lunch, dinner, watching a film, or spending any time that's locked out for yourself or with your loved ones.

## 5. KEEP MEETINGS PHONE FREE

80% of People said that it was inappropriate to their phone in a meeting.  
50% Said they did it anyway.

It's a habitual impulse for many to reach for or think about what's 'happening' on their phones. Holding all of your meetings phone-free highly contributes to being:

- Focused and fully present for yourself others
- In a higher level of concentration
- More likely to kick into a hightented creative problem/solve dynamic
- Attuned to the flow of connection with everyone in the meeting

Keeping away from your phone while you are with others is one of the best acts of kindness you can show your team. To receive someone's time and attention fully is treasured, and this is one of the most effective ways leaders build authentic relationships and trust in their working relationships.