About the Tutorial

A small but attentive workforce is much better than a large distracted workforce. If your team mates don’t pay attention to what you say, your work is less than effective. An inattentive employee will make careless mistakes, and end up being less productive. This is where Attention Management comes in.

Audience

This tutorial is designed for employees who have trouble focusing on their jobs, or people who find it tough to manage their times, either because of juggling multiple assignments or being in a tough job.

Prerequisites

Before proceeding with this tutorial, you are expected to have a calm mindset and be open to exploring the suggestions mentioned here.

Copyright & Disclaimer

© Copyright 2016 by Tutorials Point (I) Pvt. Ltd.

All the content and graphics published in this e-book are the property of Tutorials Point (I) Pvt. Ltd. The user of this e-book is prohibited to reuse, retain, copy, distribute or republish any contents or a part of contents of this e-book in any manner without written consent of the publisher.

We strive to update the contents of our website and tutorials as timely and as precisely as possible, however, the contents may contain inaccuracies or errors. Tutorials Point (I) Pvt. Ltd. provides no guarantee regarding the accuracy, timeliness or completeness of our website or its contents including this tutorial. If you discover any errors on our website or in this tutorial, please notify us at contact@tutorialspoint.com.
# Table of Contents

About the Tutorial........................................................................................................................................... 1
Audience.............................................................................................................................................................. 1
Prerequisites....................................................................................................................................................... 1
Copyright & Disclaimer.................................................................................................................................... 1
Table of Contents ................................................................................................................................................. 2

1. ATTENTION MANAGEMENT – INTRODUCTION .................................................................................. 3
2. WHAT CAUSES ATTENTION DEFICIT? ................................................................................................. 4
3. ATTENTION DEFICIT AT WORKPLACE ............................................................................................... 6
4. FOUR KINDS OF ATTENTIVE PEOPLE ................................................................................................. 8
5. THINKING LESS LEADS TO MORE ATTENTION ............................................................................... 9
6. TYPES OF ATTENTION ............................................................................................................................ 11
7. MEDITATION IMPROVES ATTENTION ............................................................................................... 13
8. ACTIVITY TO INCREASE ATTENTIVENESS ...................................................................................... 15
9. ATTENTION ZONES MODEL ................................................................................................................ 17
10. KEEPING YOURSELF FOCUSED .......................................................................................................... 19
11. WHY PEOPLE PROCRASTINATE? .................................................................................................. 21
12. HOW TO OVERCOME PROCRASTINATION? ................................................................................... 23
13. PRIORITIZING YOUR TIME ................................................................................................................. 25
Attention Management can be defined as a set of practices that increase people’s ability to concentrate on important things at work and in life. It also helps to arrange their priorities, so that they can deliver efficiently at organizational as well as personal levels.

Managers all over the world will tell you that a **small but attentive workforce is much more productive** than a large distracted workforce. An inattentive employee will make careless mistakes and end up being less productive. People from all fields have to be attentive to excel or at least retain their position.

Distractions include gossiping with co-workers, taking long breaks, handling personal matters during work hours, etc. These distractions generally take place due to boredom, working for long hours and mundane working conditions. One could prevent wasting time by focusing on specific goals.

Attention deficit can hamper the chances of a sincere employee too. If his teammates don’t pay attention to what he says, his work is less than effective. The ability of staying attentive helps professionals relate with their work on an emotional level. It also encourages them towards greater productivity to meet the company's as well as their personal goals.

With increasing workload, people are easily stressed out and are easily distracted from work. Attention Management allows the managers and employees to focus more on their work with minimal distractions. This helps them to perform better and this in-turn leads them into getting a hike and a promotion.

We are not very far away from a future, where things like integrity, sincerity, etc., will make way for Attention as the most valuable commodity. On the other hand, work-related skills will make way for Focus as the most important skill in a workplace. To be relevant and successful in that future, we have to learn how to be focused and attentive from today itself.
Social media has changed the way we people used to communicate, make new relationships, and develop them. It is also changing the way people used to handle multiple tasks at the same time. What was just a proposed theory years before, has now become an established fact that multitasking actually fails both the purposes, it was supposed to solve.

It is widely accepted now that multitasking actually takes more time to complete work and then, the quality is always poorer. In the age of technology and services, we have got used to instant gratification of curiosity and getting answers. In such situations, people have lost the patience to research for facts.

**How Digital Media Changed Our Attention Spans?**

Digital Media and technology have converged to produce more information now than ever. This means that people are encouraged to collect fleeting information, as compared to reading and analyzing the information. Then later, the facts are separated from fiction.

Attention has become a valuable asset today and the digital media uses it as currency. Gone are the days when online companies used to make money off direct sales. Nowadays, they have all entered into an indirect model of revenue generation. This is a model where they strive to become an established platform that is being visited by the internet-browsing crowd. It is all about **eyeballs, clicks, taglines, petitions**.

**Bombarding of Information**

Bombarding of information on the online outlets can cause someone's attention to fluctuate very easily. It is just like someone who has just walked into a buffet meal and finds a wide range of dishes laid in front of his eyes. As he cannot try his hand at all the dishes at the same time, he will have to pause after a few dishes. Once he is done, he won't go back to those dishes, even if he found them really delicious. He reasons, "Why have all of some things nice, when I can have some of all things nice?"

**The World is Getting Smaller**

If you have seen the movie, Pirates of the Caribbean: World’s End, you must have seen the beautiful, retrospective moment, where Captain Barbosa reflects that the world is getting smaller. To which Captain Jack Sparrow replies in his imitable style, “No. The world’s still same, mate; there’s just less in it”.

2. What Causes Attention Deficit?
In a nutshell, this is the problem people are facing with content nowadays. Thanks to the advent of technology in our life, we can travel the entire world with a simple click of the mouse.

A few clicks will take us to the top of the Great Wall of China and a few more will take us to the icy plains of Greenland. The world does seem a smaller place now, thanks to the Internet that has more speed than the winds that sail ships. But when a few clicks can take us all over the world; do we really have time left to let one beautiful image stay on our computer screen, so that we can look at it for long, let it stir our emotions?
According to a poll released by Salary.com, 14% of employees of a company waste 3 hours daily, 22% waste 2 hours a day and 64% waste 1 hour a day. One of the biggest culprits was internet-surfing, which caused 48% of employees to waste their time on it.

A functional objective behind every company and subsequently every manager is to increase productivity. Every company wants the best from their workforce, but it would be overwhelming to use a small team to do multi-tasking and increase profits. This is where a manager comes into picture; a manager tries to extract more from less.

When you try to think on the lines of how attention deficit affects us in our daily lives, we can see that things have not been very different for us within the confines of the office chambers as well. Companies have started to come to terms with the fact that their employees are now getting more and more distracted from their work. Even those who focus on their work are more interested in getting a large volume of work done, as compared to getting the work done properly.

**Quantity has replaced quality**

Just as today’s generation is more likely to lay its eyes on the Mona Lisa Smile and say, “Well, that’s it, it’s done! Bring in the next one! I haven’t got all day!”.