

DEDICATE TIME for deep work

Deep work is the ability to focus without distraction on a cognitively demanding task. It's a skill that allows you to quickly master complicated information and produce better results in less time. It's about dedicating time to work on tasks that require your full attention, focus and creativity.

GUIDELINES

- The recommendation is to **close 90 minutes**, but you can start with any amount of time that suits you.
- **Try to set aside time for deep work** in the morning when your energy levels are high.
- Schedule it in your calendar, as a self-meeting.
- **Put your phone AWAY** so it doesn't distract you. (When it's nearby you will always be tempted to take a sneak peek.)
- **Minimize other distractions** (close email, turn off Skype, put a DO NOT DISTURB sign on the door).

