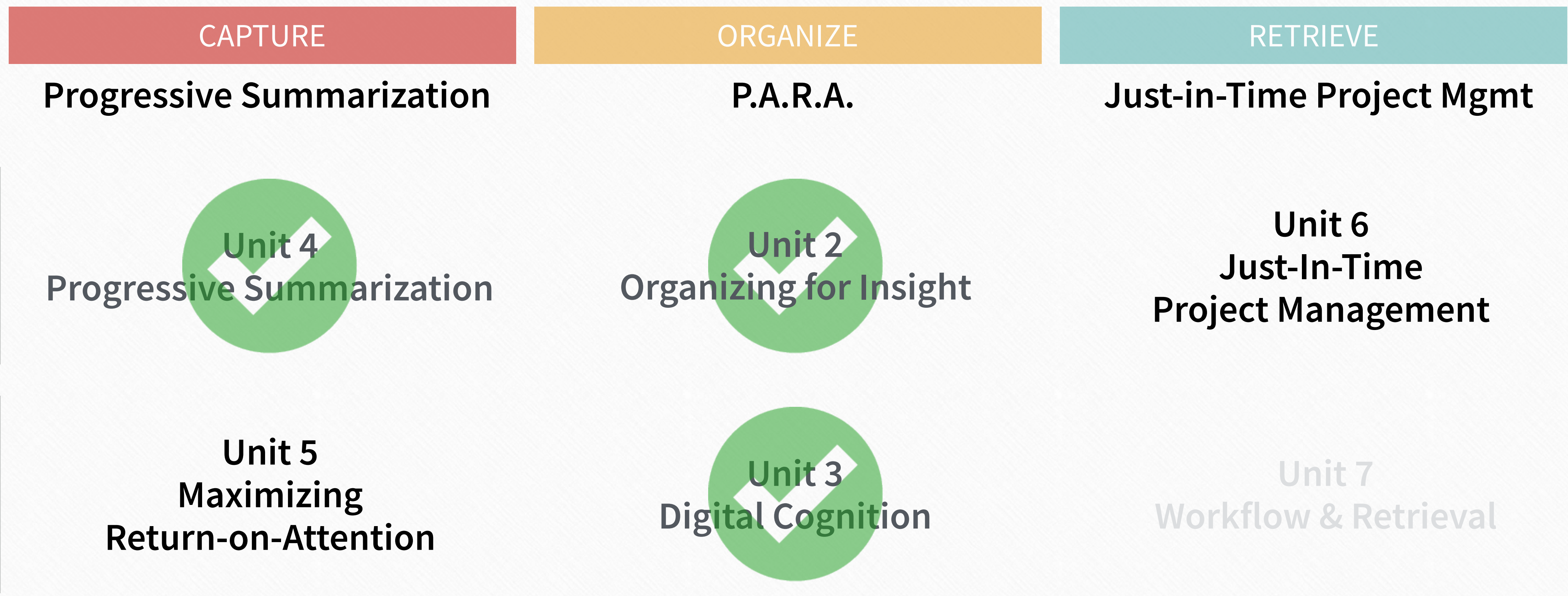




05

Maximizing Return-on-Attention

The 3 pillars



Intention of the Unit

To learn how to structure our work to maximize return-on-attention and value created, by packaging it into smaller chunks at more frequent intervals

Return **on** **Attention**

FLOW

*“**Flow** (n.): a mental state of operation in which a person performing an activity is fully immersed in a feeling of **energized focus, full involvement, and enjoyment** in the process of the activity”*

Mihaly Csikszentmihalyi,
Flow: The Psychology of Optimal Experience

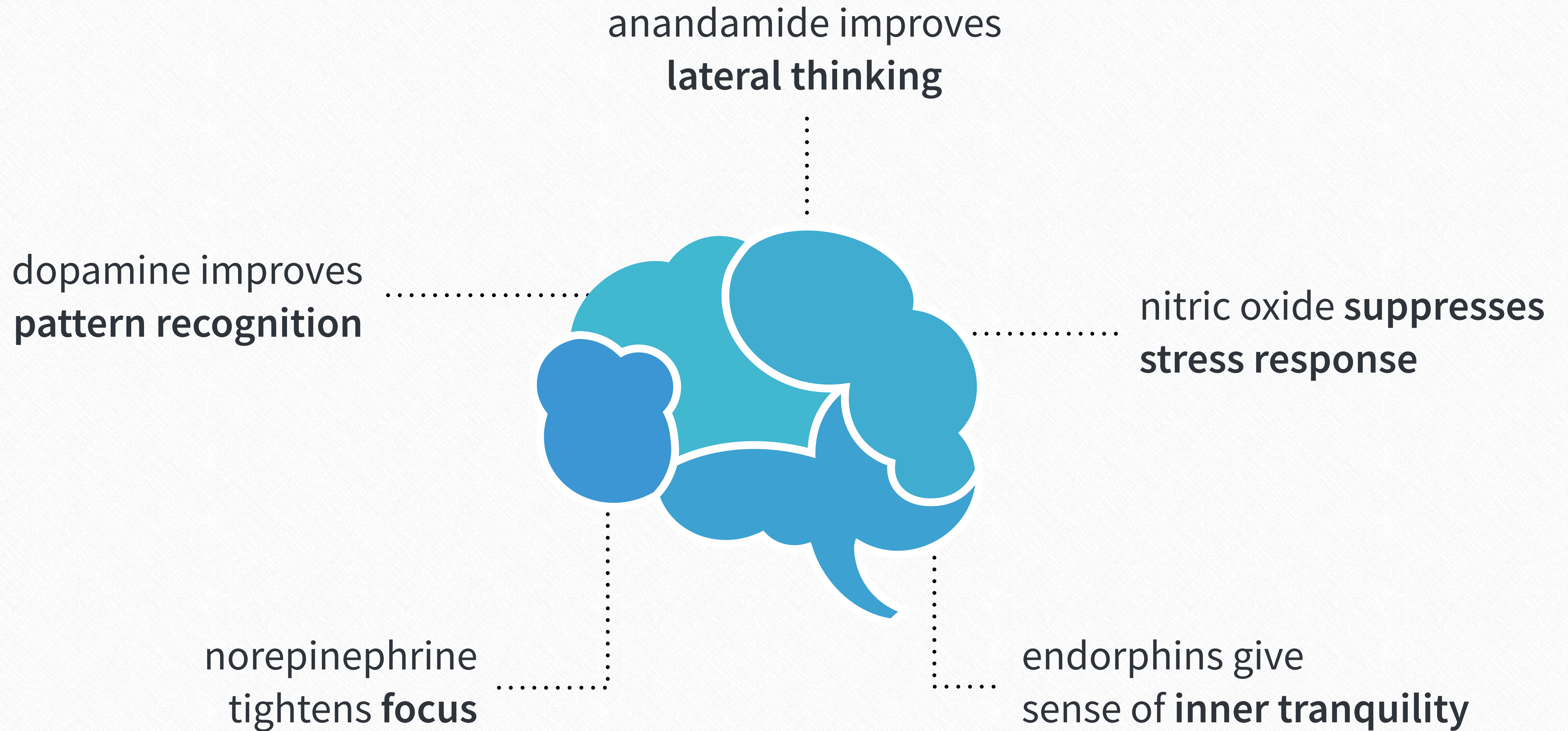


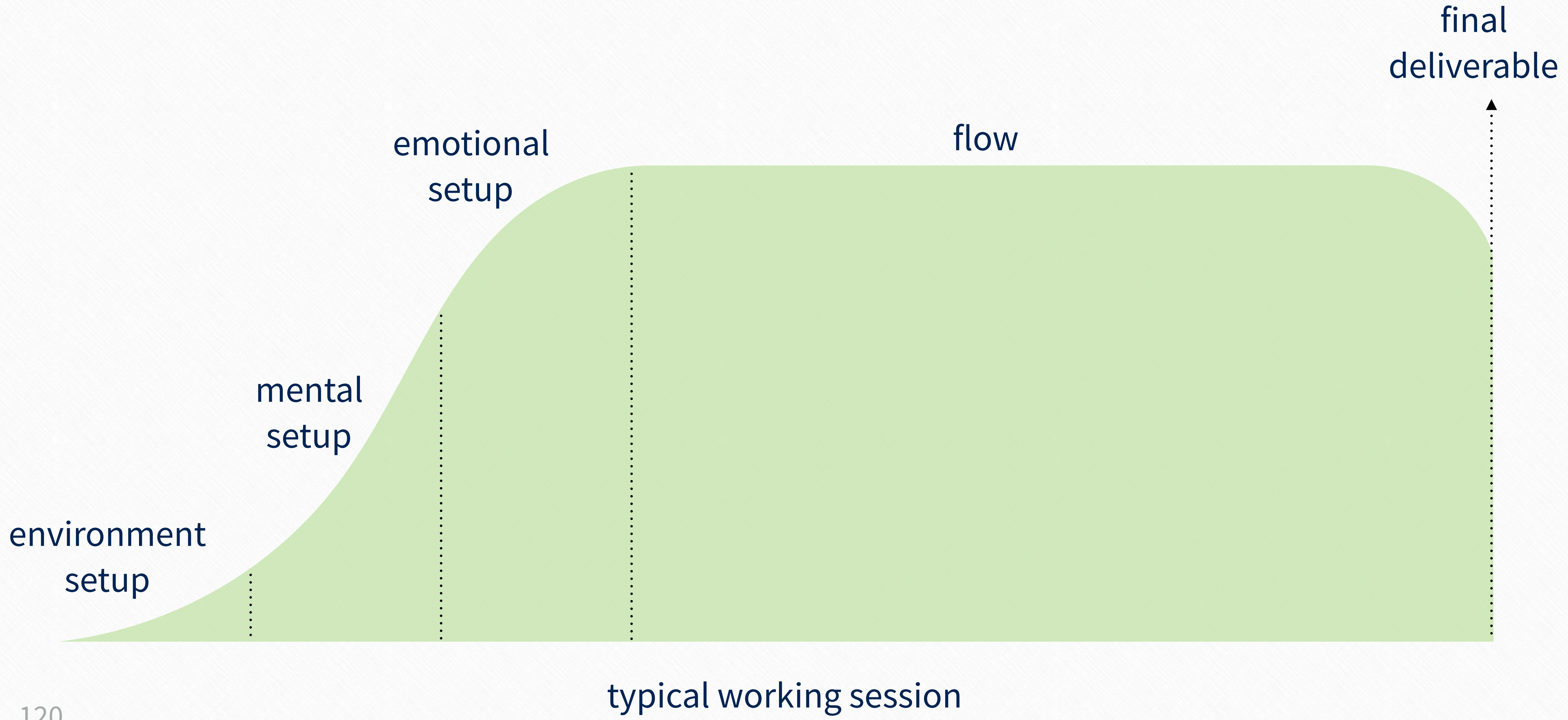
golden plaza

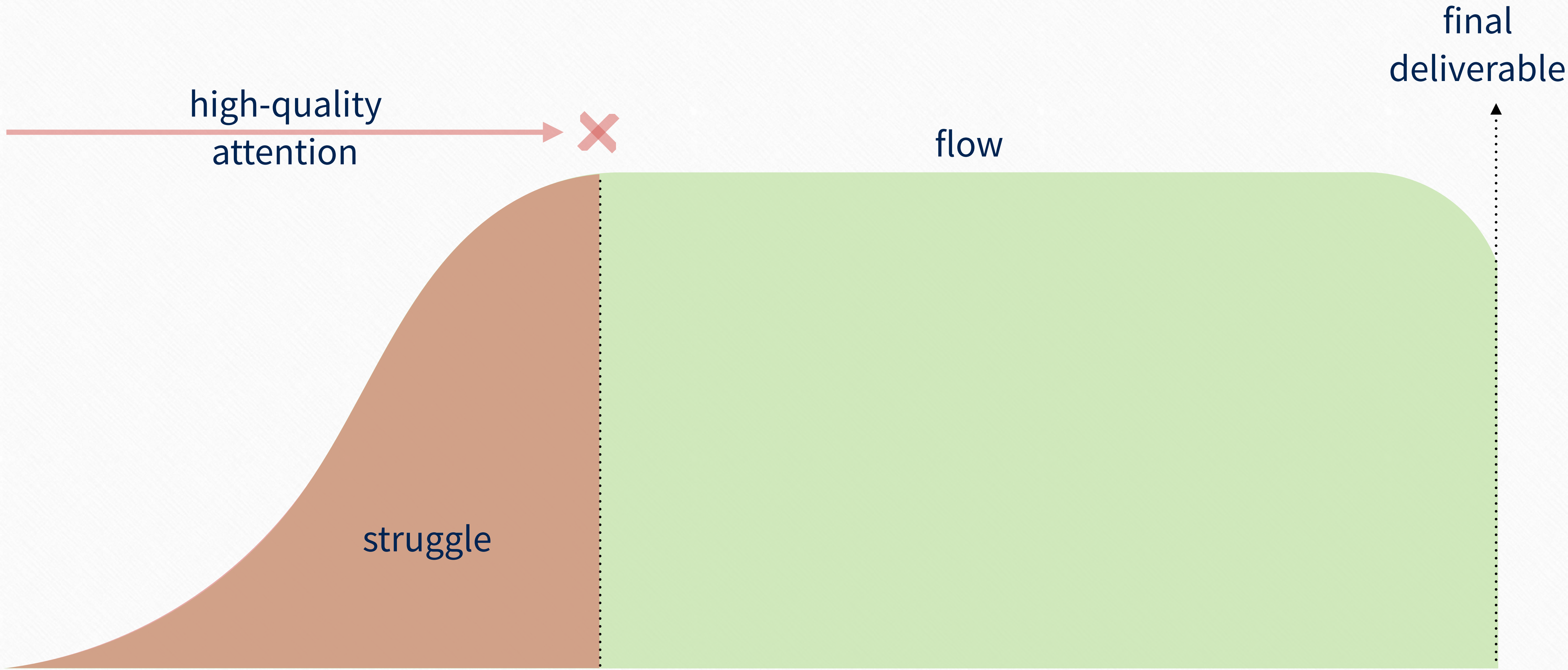




Transient hypofrontality







high-quality
attention

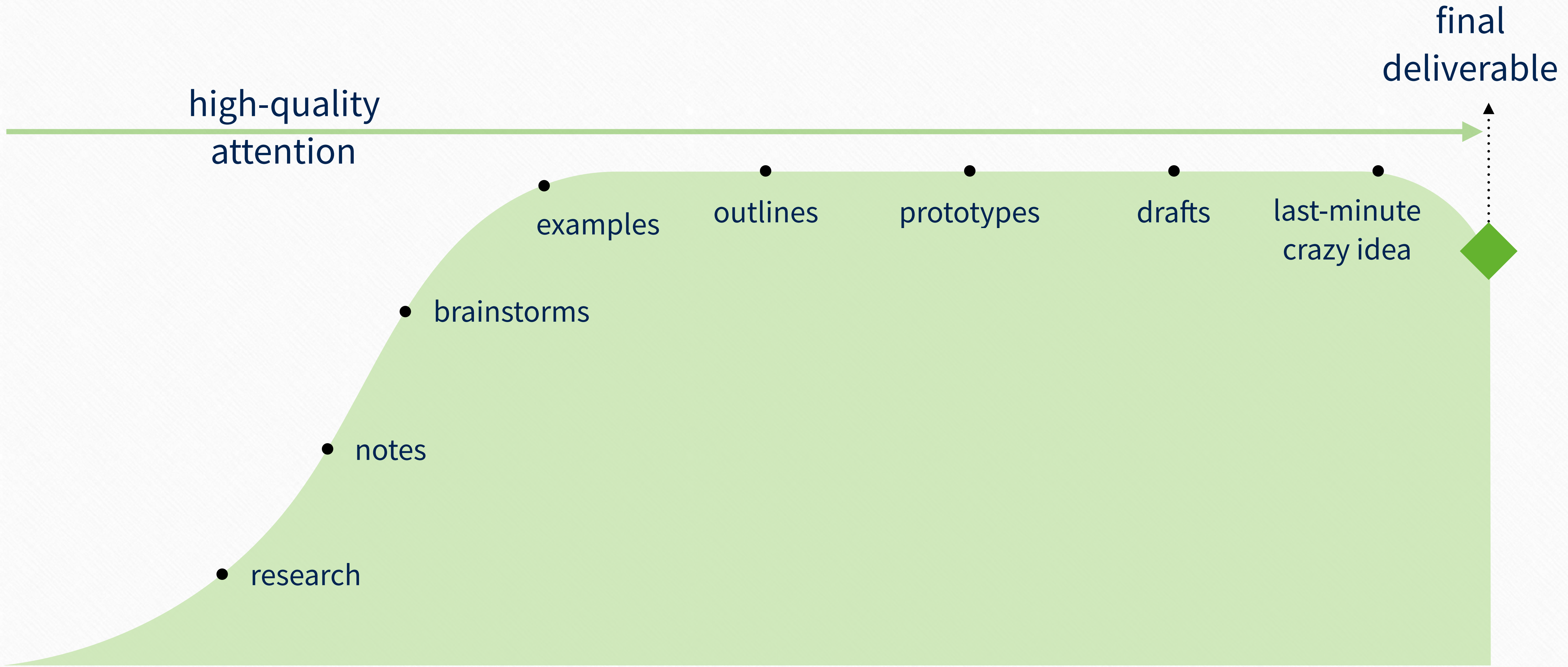


flow

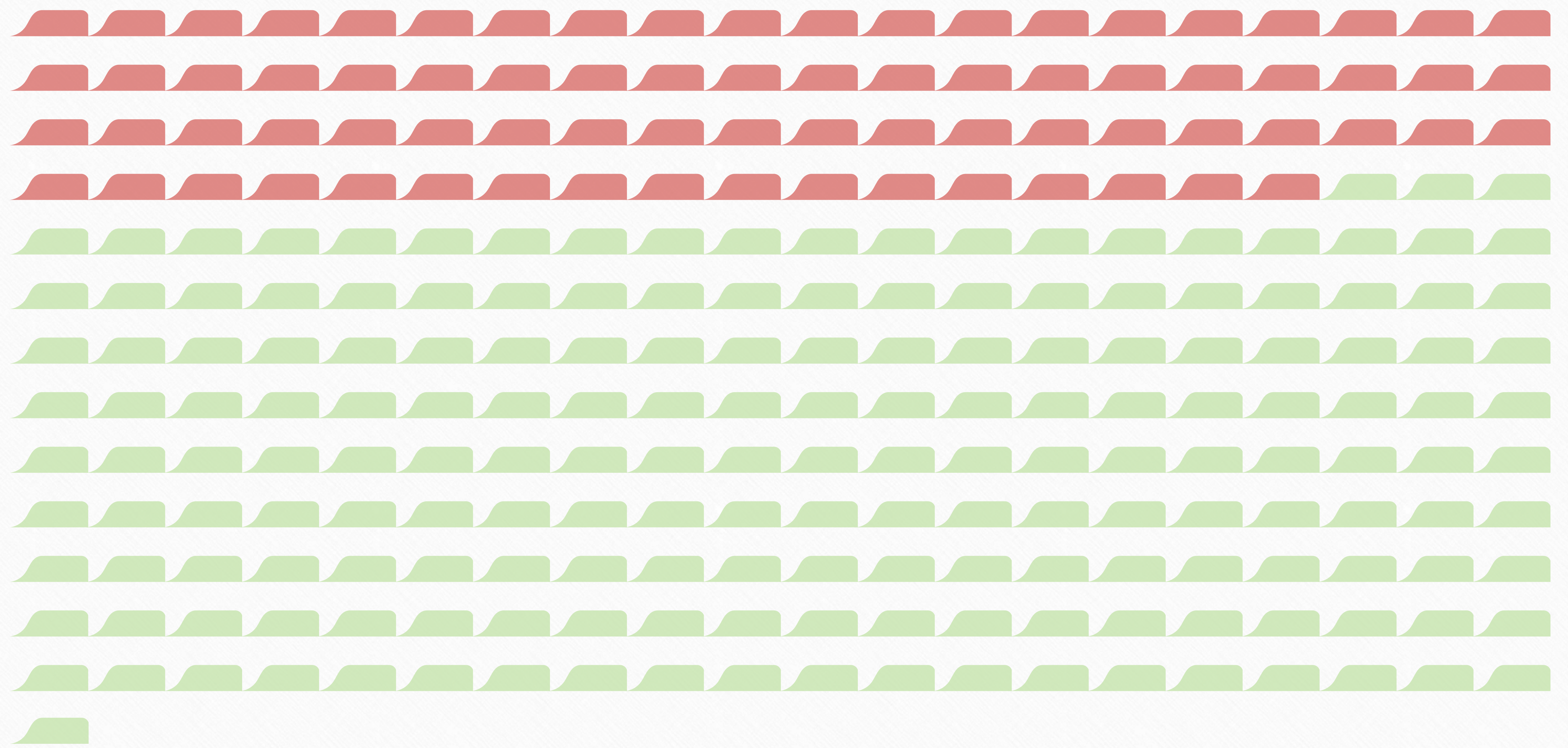
final
deliverable

struggle

typical working session



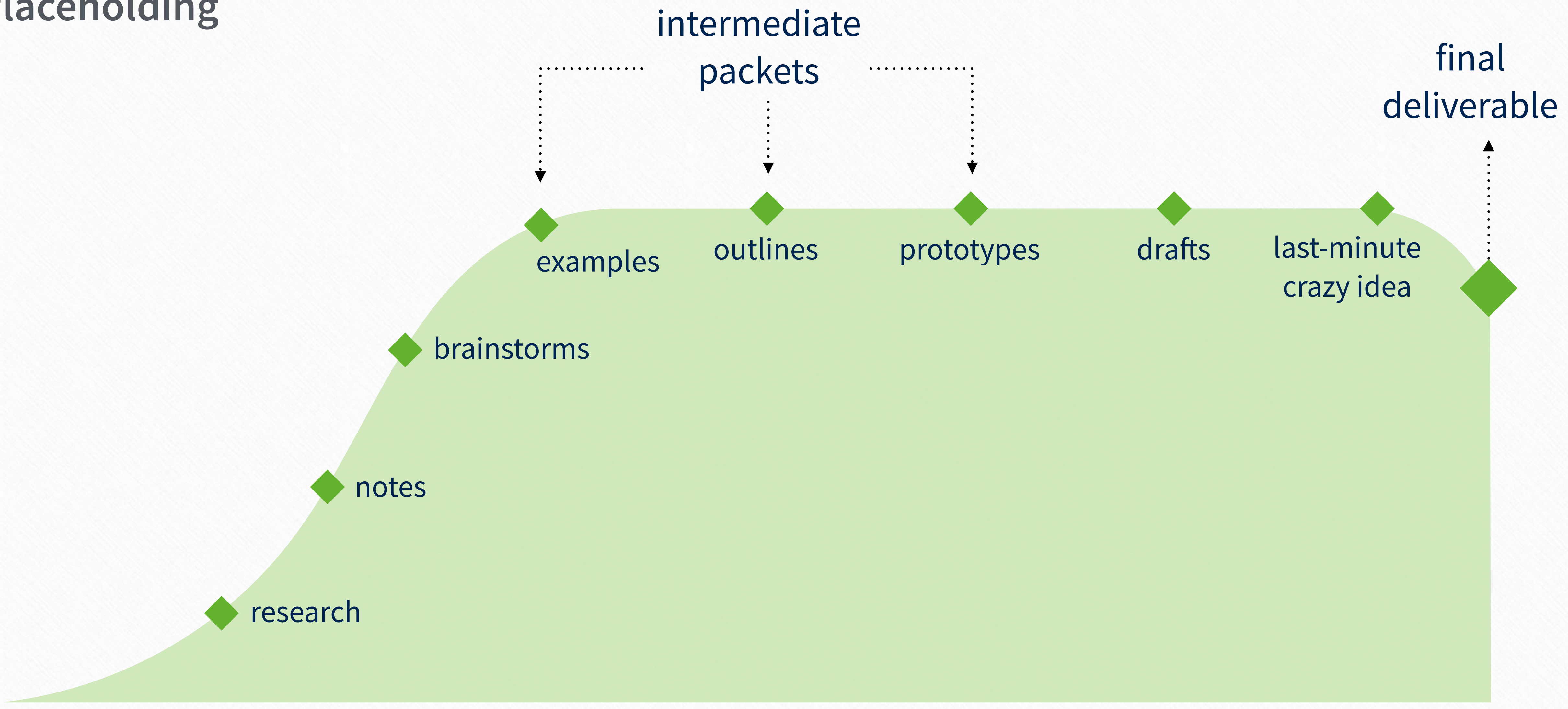
typical working session



261 working days in a year

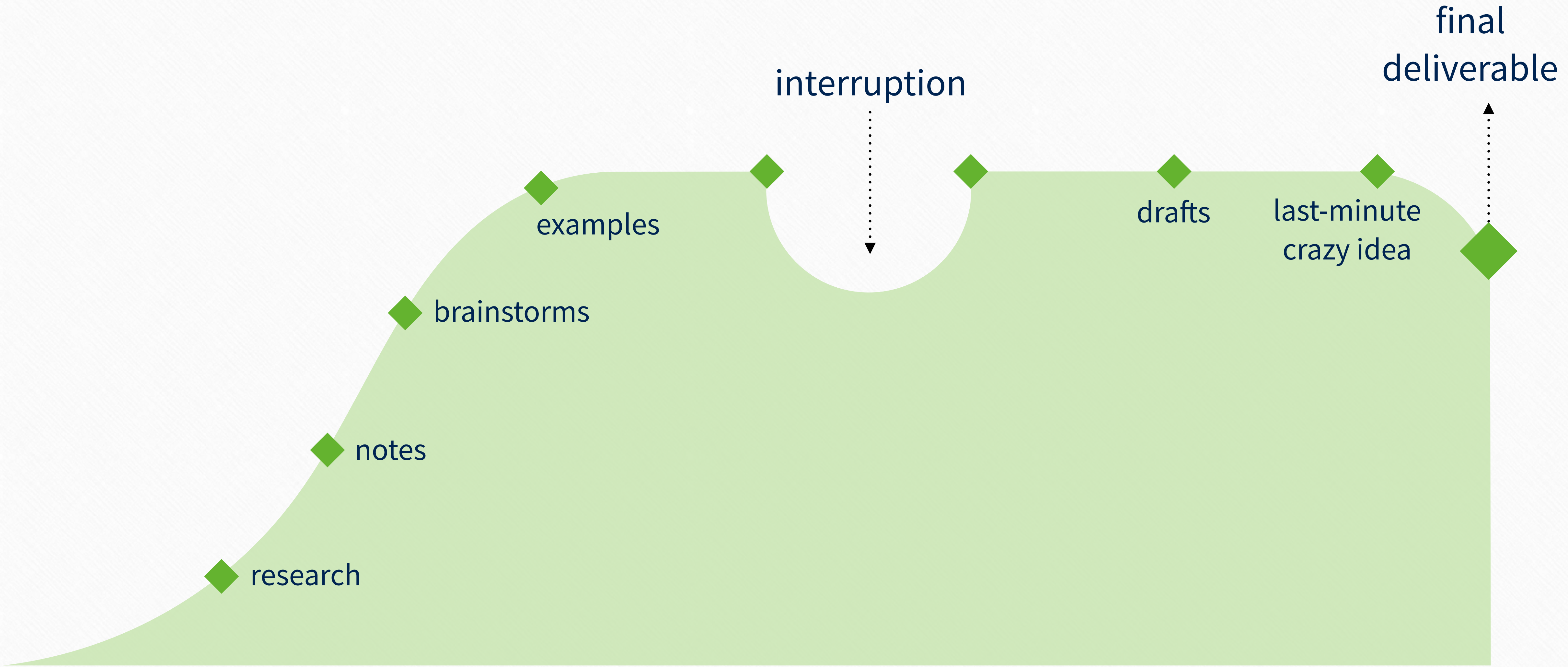
123

Placeholding



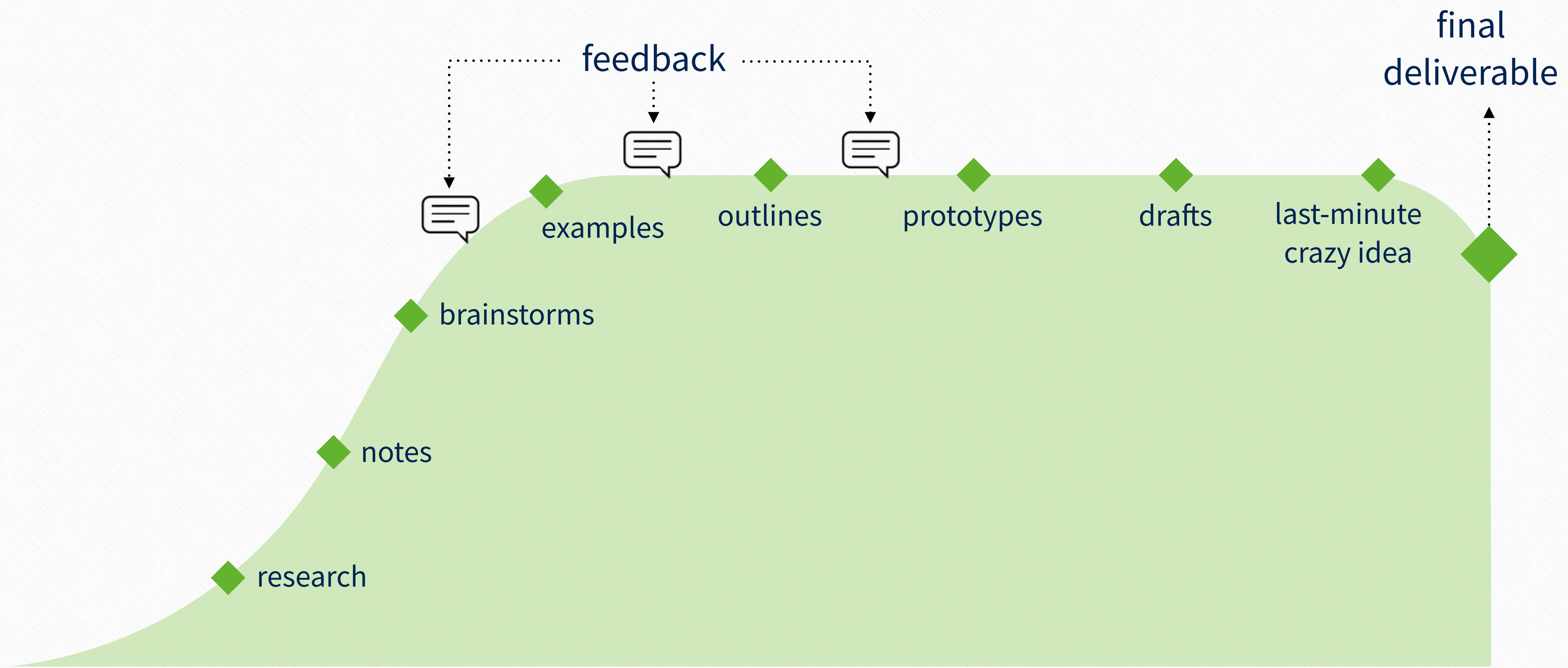
typical working session

Benefits of Placeholding: Become interruption-proof



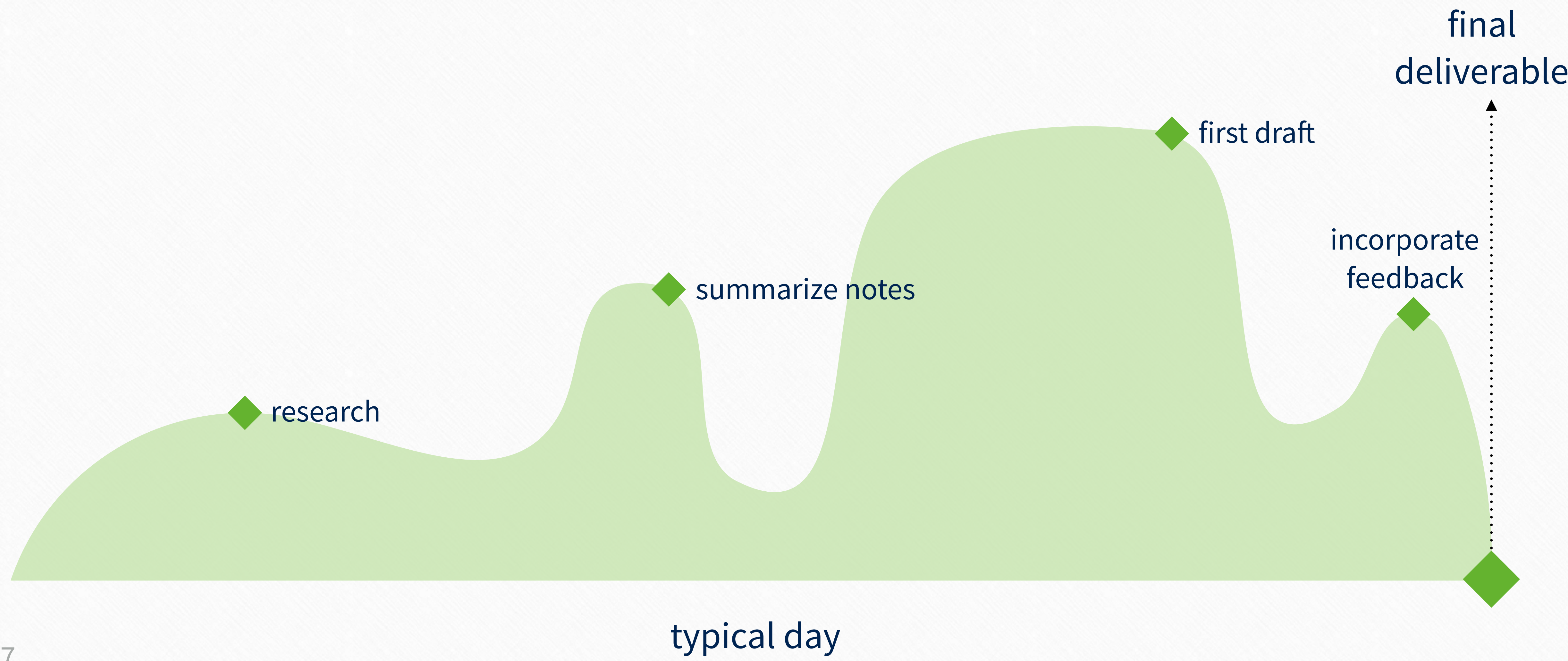
typical working session

Benefits of Placeholding: Gather more frequent feedback

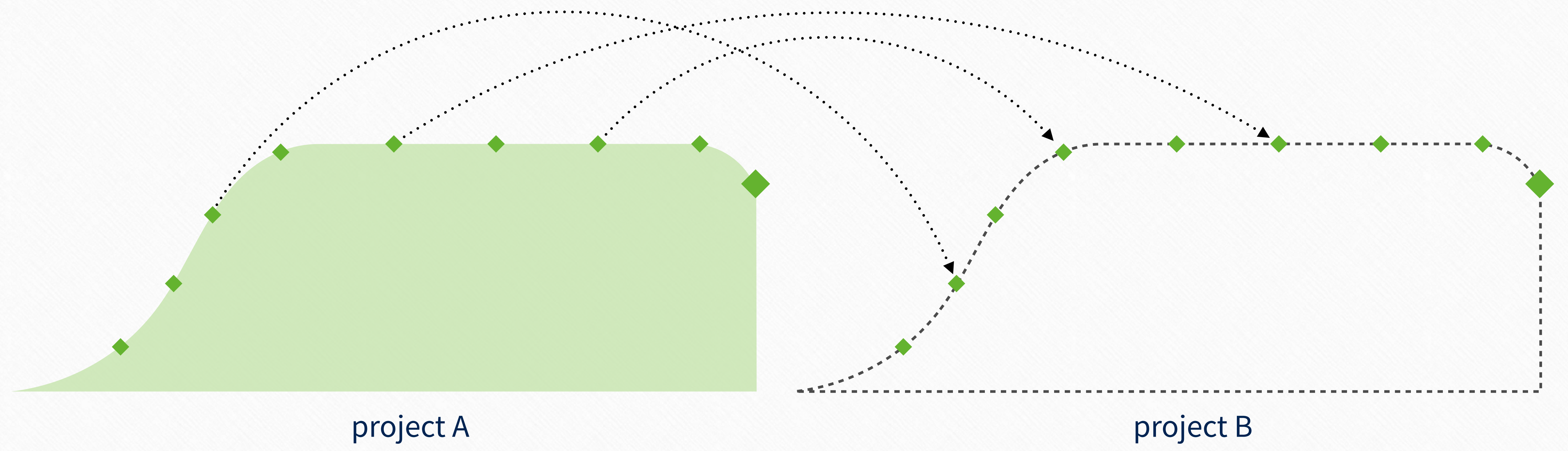


typical working session

Benefits of Placeholding: Create value in any span of time



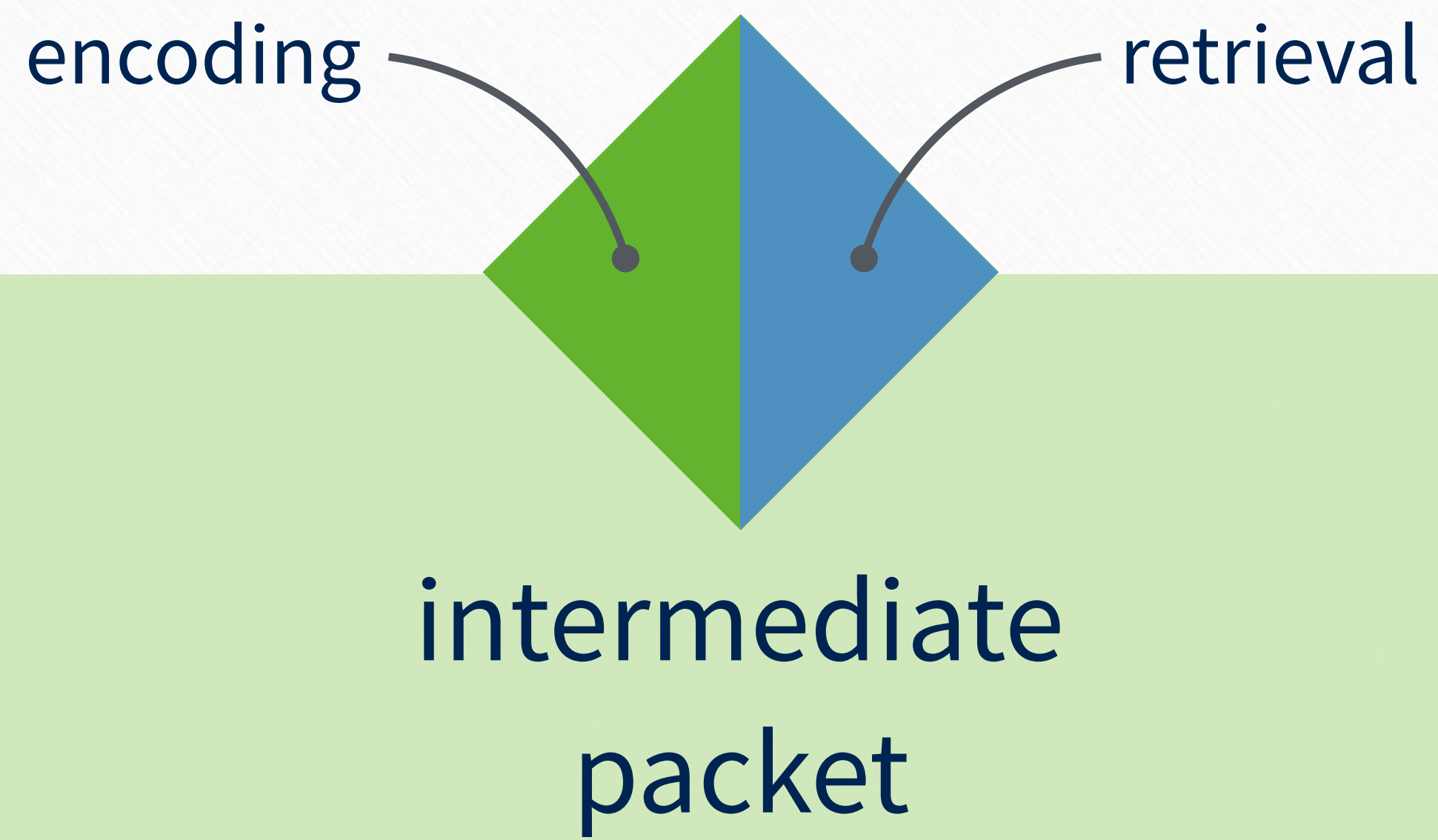
Benefits of Placeholding: Deliver modular projects



Requirements for flow



Encoding and retrieval



AN INTRODUCTION TO SKETCHNOTES

A TALK BY @ANNATAMASI

Sketchnotes are **FAB** because they are visual, easy-to-understand, and **FUN**.

Traditional note taking is too text **HEAVY**.

Sketchnotes engage the mind. They improve memory and recall.

There is no **RIGHT** or **WRONG** way!

HAVE FUN

LISTEN, SYNTHESIZE, VISUALIZE

PLAN

IT'S OK IF YOU CANNOT DRAW VERY WELL.

Don't be afraid to apply humor.

CELEBRATE YOUR MISTAKES!

JUST DOORIE

YOUR THOUGHTS

IT'S ALL ABOUT 2 & 3 V!

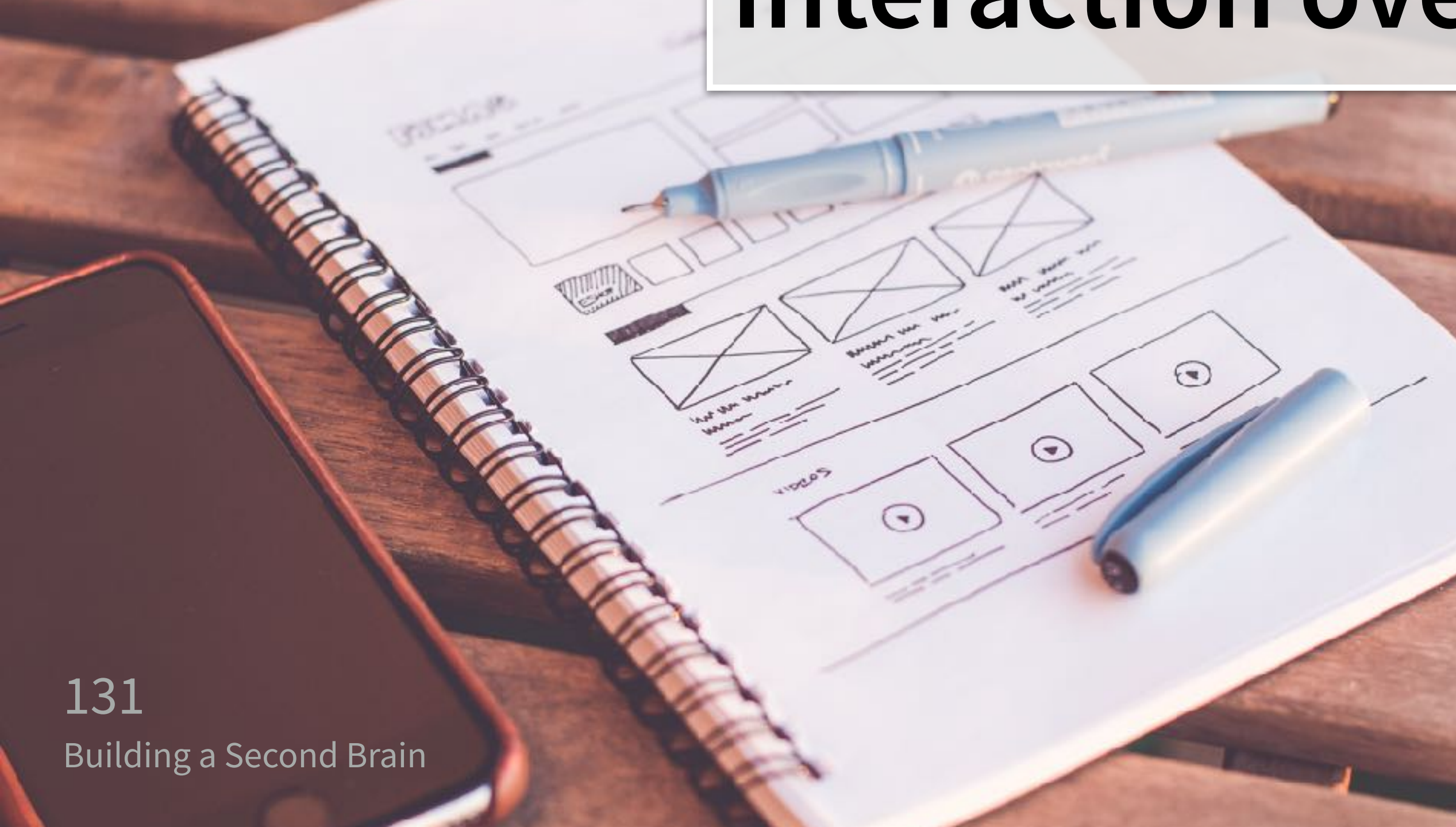
STICK FIGURES

NOTE

WITGIAT BR A TNE T'ARM



Interaction over Consumption



ZOO - VISION	Baby Animal Sketch	ZOOKEEPER FOR THE WAY	CREATE YOUR OWN ZOO GIFTS	YOU SWING IN CAGE
Win a stuffed endogone animal. Buy 1,000 costumes get one. available purchase	POP UP MULTI COURSE DINNER INSPIRED BY ANIMAL HABITATS	DIY learning crafts feed animal lessons.	FIND THE MISSING ANIMAL	ZOO LIVE FEED! WATCH PANDA BIRTHS
ZOO POP-UP AT PLACES THAT KIDS FREQUENT: MALL, SCHOOL, PARKS	TEACH ANIMALS TRICKS	BE THE ANIMALS IN CLASS	ROAR SKYPE W	DATE NITE ANIMALS IN ACTION
SEPARATED AT BIRTH	IMMERSIVE OOLUIS RIPT EXPERIENCE OF ANIMALS NATURAL HABITAT	Meet a Zookeeper: timed events where you see a lion fed, etc. Ask a zookeeper questions.	ANIMALS FEED ME	DRESS UP LIKE YOUR FAVORITE ANIMAL

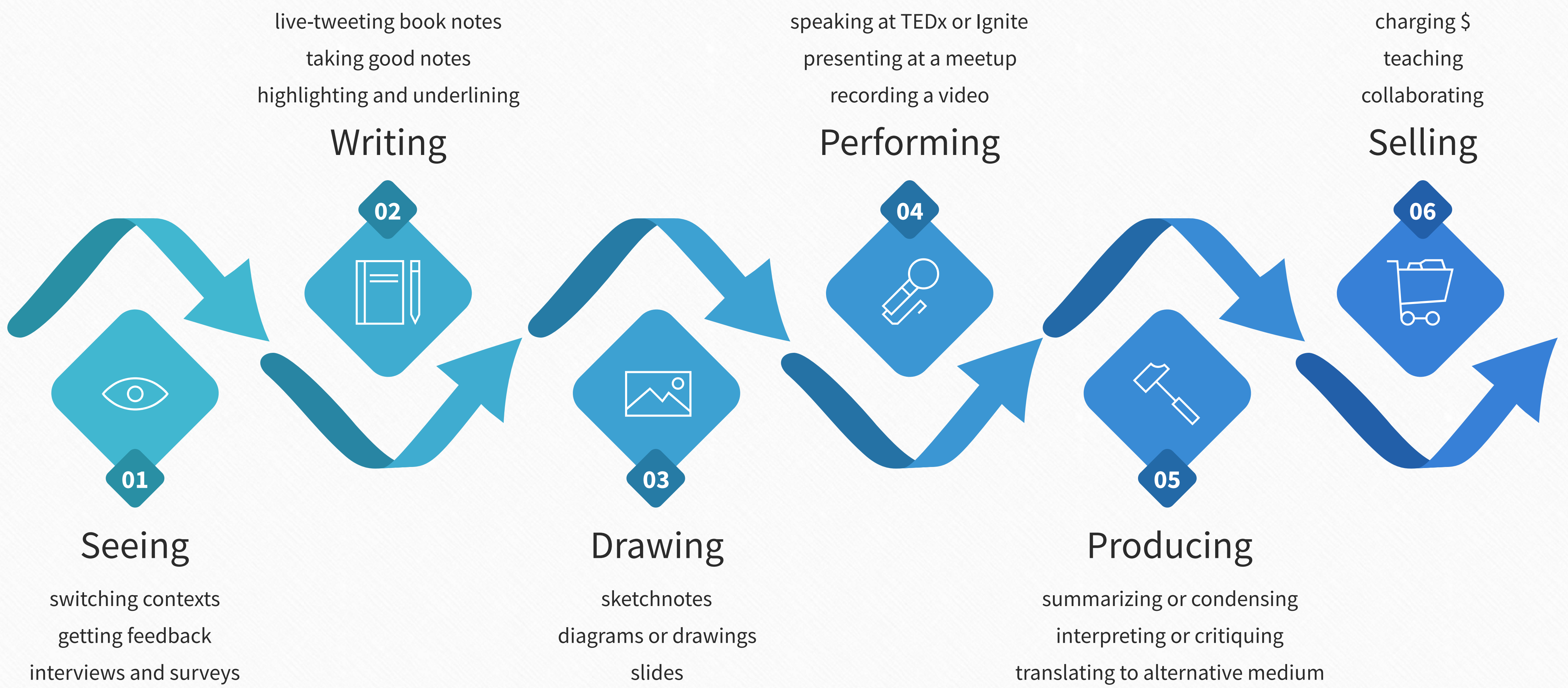
*“[Rereading their highlights caused students to] think about why they initially selected certain words or phrases to highlight, resulting in **deeper processing...and retrieval practice**, both of which have been repeatedly shown to improve retention.”*

Highlighting and Its Relation to Distributed Study and Students' Metacognitive Beliefs

Article *in* Educational Psychology Review · March 2015

DOI: [10.1007/s10648-014-9277-z](https://doi.org/10.1007/s10648-014-9277-z)

Wrestling with knowledge



Verum ipsum factum

*“We only **know** what we **make**”*

Giambattista Vico, philosopher

Up next...

06

Just-In-Time Project Management

