



# THE POWER OF DEEP WORK



Multitasking is a myth. Research has shown that our brains can only process one activity at a time and attempting to handle multiple tasks at once is draining and can be demotivating. According to Cal Newport, author of the book *Deep Work: Rules for Focused Success in a Distracted World*, deep work is defined as the ability to focus without distraction on a cognitively demanding task. When we focus on the intensity of our work, we maximize the output and increase the quality of work produced.

Learn how to integrate deep work in this interactive session.

## **LEARNING OBJECTIVES:**

- The difference between deep work and shallow work
- Understand the benefits of deep work in today's distracted world
- Conduct an evaluation on current daily distractions
- Hear success stories on individuals using deep work
- Create a personalized deep work ritual