

Productive to the Max

Productivity

Performance

Profitability

Multitasking-Yes or No?

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- Multitasking is not "doing more than one thing at a time"; it is actually switching back and forth between tasks. When you do this, you are not really concentrating fully on the task at hand. The completion of the task will be compromised because you can easily miss something in the crossover from one task to another. You have to start and stop so you are wasting time in the process.

Research has proven that multitasking reduces productivity. In a 2001 issue of ***Journal of Experimental Psychology: Human Perception and Performance***, published by the American Psychological Association, the authors determined that for all types of tasks, subjects lost time when they had to switch from one task to another. The time loss was even greater when the complexity and unfamiliarity of the task increased. The best idea is to stop multitasking and start focusing. How do you do that?

- Organize your workspace so everything you need is close at hand but not right in front of you.
- Have a to-do list that is prioritized and a not to -do list for today. Plan everything out in time frames and schedules and use a timer to keep track. This will allow you to focus on what is important.
- Chunk your email times into batches of three times a day and turn off your reminders and inbox. This will prevent you from being distracted from email.
- Depend on regular routines and search for old tasks as comparison. Familiar activities become automatic, leaving space for new ideas.
- Learn how to concentrate. Turn off all distractions, breathe regularly.
- Have paper and pencil on hand to write out ideas as they occur. Get those thoughts out of your brain immediately so you can concentrate on what you are doing at the present time.

Multitasking is not a valid way to increase productivity. Learn to concentrate on one thing at a time.