

# Module 6 - Lesson 1 (Export3)

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## SUMMARY KEYWORDS

rainbow, task, multitasking, slave, multitask, organisation, audible, german shepherds, read, living, dog, book, brainwashed, assignment, story, answer, monks, monastery, distract, mono

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In 2016, my life was imbalanced. I was a new business owner, a new CEO and my high my time was basically hijacked every day, all day every day, my phone ringing off the hook. Emails popped up constantly. I was constantly hit up on slack. And there was always seemed like a small fire to put out. I wanted to grow my business. But I was basically a slave to everybody else's time or their demands. On my time. I couldn't focus on my own initiatives because I was too busy helping everyone else. It impacted my mental presence of meetings affected my quality of work, and added a lot of stress to my life. I was sort of like Popeye looking for that miraculous Canna spinach, but I needed to strengthen my time management skills, and I needed to I needed to do it miraculously fast.

I read living with a seal 31 days training with the toughest man on the planet by Jesse Itzler, the seal in the book, The Navy SEAL, and the book is actually David Goggins, who I previously talked about in acknowledgment module when we talked about the cookie jar concept. I didn't read another book by Itzler because I liked living with a seal so much. The other book was called Living with the mugs. The subtitle is what turning off my phone taught me about happiness, gratitude and focus. It's a story about Esther's time living in the new skete monastery in Cambridge, New York. I really wasn't sure about how a story about monks could help me with time management. But something shifted after I read this book. I actually listened to an audible and if you haven't listened to live with amongst by Jesse Itzler listener on Audible, I highly recommend it. He's really good at the narration. It's really it's really funny and informative at the same time when I read living with the monks, I when I listen to Audible, I thought it was awesome. And I'd heard about mono tasking before. But something about how insular mentioned it and described it gave me more clarity. There was a passage in particular that stuck out it was a story about his sailors. first assignment when he went to the monastery in New skete. His assignment involves a German Shepherd named rainbow. New ski monastery, if you haven't heard of it is famous for the German Shepherds. And the dogs are known to be some of the best trained German Shepherds in the world. So it sir was asked to help train rainbow when he was asked about this he accept the assignment. And he was he was very excited about it. But when he showed up to help, he was surprised to find out that the mug didn't really want it says help teaching rainbow any new tricks. He wanted his slur to try to distract rainbow so insert tried everything could do to distract rainbow. He yelled. He screamed. He did like the fart trick, and basically tried everything. He ran around and tried to like run right in front of rainbow but no matter what he did, the dog remained focused. Nothing his lawyer did could distract rainbow The dog was even more disciplined than you know one of those guards you see it the Buckingham Palace that never move a muscle

a slave to everyone else's time. How many of us are like rainbow? How many of us have laser focus in our impervious to distractions? How many of us are intentional with our time and prefer productivity over buisness? Don't confuse motion with progress. As I say, back in 2016. I would have answered not me to each of those questions. At that time. I was brainwashed to believe multitasking was the way to go. So I was a slave to my email, my phone, my text messages, slack messages. I was a slave to everyone else's time. This worked for a little while, you know for a while I was able to basically brute force my way through the day. But brute force is not a sustainable strategy. Especially if you want to grow your organisation and you want

to grow as an individual when we multitask. What we ultimately do is put everyone's else's needs ahead of our own. We've been trained to answer text, emails, instant messages, well instantly, and we've been brainwashed into thinking we're actually getting more done this way. But the opposite is true if you have to stop a mindful task to Answer your email or answer a phone call, you're switching from one subject to another. Each time you do this context switching, you have to remember where you left off. And then when you pick back up the task, it takes you a while to get started again, this context switching is horribly inefficient, a concentrated effort is much more effective than bouncing back and forth between one task and another one, when we spend our entire day multitasking, only small tasks get done. We're basically really busy and not very productive. For big project work, or creative work, you need to find time to focus without distractions for at least 15 minute to one hour chunks of time. Kind of like rainbow we need to channel that inner skeet German Shepherd. So if you were thinking about moto tasking, think about rainbow and how that dog was able to be like laser focused no matter what it sir did to it. So we need to focus like rainbow and do one thing at a time, which is mono tasking. key takeaways. Don't confuse motion with progress. When we multitask, we put everyone's needs ahead of our own. concentrated effort is much more effective than bouncing back and forth between task and doing context switching when the entire day is spent multitasking. We're really busy, but not very productive and only small things get done. Often, not the things that matter what's next. And the next lesson we'll examine the scientific reason why humans weren't born to multitask. I'll show you how easily it is to spot who's the least productive in every room. And we'll also explore the consequences that multitasking can have on you and your entire organisation is pretty mind blowing. So let's move on to lesson two.