



KEY HIGHLIGHTS

Focus: A Superpower in the Age of Distraction

Resource person: Nir Eyal | Author of Indistractable and Hooked; behavioural-design writer who has taught at Stanford | Curated from Lenny's Podcast

Focus: A Superpower in the Age of Distraction | Time and Resource Management | careers

01

07:43 — Intent separates traction from distraction; even useful work can pull attention away from the task you chose.

02

12:52 — The four steps are to handle internal triggers, make time for traction, change external triggers and use pacts as a final safeguard.

03

18:49 — The ten-minute rule creates a short pause in which to notice an urge and return to the planned task.

04

23:20 — A timeboxed week gives self-care, relationships, reactive work and reflective work visible space.

05

39:54 — External-trigger design includes notification settings, protected work periods and clear signals to colleagues.

06

1:00:09 — Sustainable focus at work also depends on psychological safety, team norms, leadership example and explicit priority-setting.