

# How to Win the War for Talent

DR KRISTY  
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*Create sustainable digital work cultures and practices*



## DIGITAL BURNOUT CREATING A TOXIC CULTURE HYBRID WORK SHIFTS

The shift to hybrid work poses both opportunities and threats to knowledge workers' productivity and wellbeing. The chief threats are workers are now facing digital bombardment from an array of digital communication tools (such as email, Slack, Teams, WhatsApp), they're participating in increasing virtual meetings that are taxing, are often working in an environment that is different to their normal working environment which the brain finds confusing (it causes muddled cognitive associations) and they have a propensity to be 'always on'. This may lead to 'digital burnout': a specific type of burnout caused by the prolonged and/or excessive use of digital devices.



## CREATE PRODUCTIVE WORK ARRANGEMENTS BY ESTABLISHING WAYS OF WORKING THAT ARE ALIGNED TO OUR NEUROBIOLOGY

- 1. Tackle deep work in your peak-performance window-** Determine your chronotype- are you a lark, middlebird or owl? Get your individualised report **here** (use the code CHRO20 for 20% off). Research found that people who carved out peak focus hours were 5 x more productive than those who did not. Map your workday to your chronotype by doing your 'deep work' (mentally challenging tasks )during your peak-performance window and 'shallow work' outside this window. Establish your ideal week by scheduling when you'll tackle your deep and shallow work tasks.
- 2. Build a fortress around your focus during your peak-performance window-** Distractions put a dent in our productivity and compromise our wellbeing. It takes the average adult 23 minutes to reorient their attention and get into a deep focused state after a distraction has diverted their attention. Knowledge workers now have an average of 2 hours and 48 minutes of deep work each day because of the preponderance of distractions. Learn to mono-task and avoid multi-tasking. Establish your team's core collaboration hours (by ideally considering your team's dominant chronotype). Manage your notifications (disable, bundle and VIP).
- 3. Take peak-performance pit-stops-** You cannot outperform your neurobiology. Humans are not machines and are not designed to keep going, without taking breaks. Just like race cars, we need to take pit stops to optimise our performance. Take micro-movement breaks each day, ensure you're getting at least 2 hours outside (green time) to calm your nervous system and reset your circadian rhythm.



“THIS IS A PARADIGM-SHIFTING MOMENT AS WE REDEFINE NEW WAYS OF WORKING.

THE SILVER-LINING OF THE PANDEMIC FOR KNOWLEDGE WORKERS IS THAT WE CAN NOW CREATE WAYS OF WORKING THAT ARE ALIGNED TO OUR NEUROBIOLOGY.”



## About Dr Kristy

*Having personally experienced how our always-on digital culture is compromising people's wellbeing and is counter to optimal and sustainable performance, award-winning researcher and speaker Dr Kristy Goodwin is on a mission to promote employee wellbeing and bolster workplace productivity in an always-on digital world.*

*As one of Australia's digital wellbeing and productivity experts, she shares practical brain-based hacks to tame tech habits and the latest evidence-based strategies to decode the neurobiology of peak performance in the technological era.*

*Senior business leaders and HR executives from the country's top organisations engage Dr Kristy to help them promote employee digital wellbeing and performance. Her roster of clients includes Apple, Westpac, Deutsche Bank, Bank of Queensland, DLA Piper, Westfield, Randstad, the Reserve Bank of Australia, NSW Health, Cuscal, State Street, National Broadband Network and Foxtel.*



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