GEM Pty's 11 Commandments to Clever Concentration

Thursday 18 September, 2014

For most the workplace is abundant in distractions. In order to overcome the feeling of being overwhelmed, Global Event Marketing Pty (GEM Pty) highlights their 11 commandments to clever concentration.

To get the most out of a working day and to be as productive as possible it is important to be focused and unaffected by distractions. Too many things often crop up and demand attention - whether it is people trying to get in touch by phone, email, and social media or colleagues interrupting - it is important to learn that these things can actually wait.

GEM Pty says that as much as people think that they can multi-task our brains aren't that good at thinking about two things at once. In order to stay focused, work more efficiently and be more productive GEM Pty has offered their 11 commandments to clever concentration.

- 1.**Background noises** – If the TV, radio or music is switched on in the background and instigates loss of concentration, turn it off.
- 2.**"Quiet mind" –** Leave reminders such as post it notes that say things such as "Quiet Mind" or "Relax." After looking at it, try to relax for a second.
- 3.**Organise space –** Make sure the allocated working space is clean, tidy, looks attractive, is well organised and well lit. Outer order contributes to inner calm.
- 4.**Cut down multi-tasking** – Don't do two important tasks at once, they both require full attention and won't be as good as they can be if they were dealt with individually. For example don't check emails whilst on a conference call.
- 5.**Turn off phones** – Hearing the phone ring or even imagining that it rung is a huge distraction and can waste valuable time when being productive.
- 6.**Take a break from household tasks** – Keep a list of what needs to be done, but don't try to cram them in between other jobs, make time for them separately.
- 7.**Only use the internet for specific tasks** – Don't use the internet to browse or shop, just use it for the specific tasks set.
- 8.**Take a break from checking emails** – It is easy to jump from task to task when constantly checking emails, meaning that nothing actually gets done. Turn emails off for some parts of the day.
- 9.**Stop counting** – Occasionally for a day or even a week, avoid looking at clocks, contracts, bank statements, scales, or anything to do with numbers.
- 10.**Exercise** – Not exercising regularly can make people feel too restless to sit still and concentrate.
- 11.**Flee temptation** – If working in a place surrounded by distractions then go somewhere else, e.g. a library that has a strict rule of silence.

GEM Pty is a direct sales and marketing firm, located in Sydney. The firm specializes in improving their clients' brand awareness, brand loyalty, customer acquisition and generating quality sales. They do this by connecting with consumers through face-to-face interaction which adds a personal touch to their marketing campaigns. This creates long-lasting personal relationships between the brand and consumer. Working in a large team GEM Pty say they are often surrounded by distractions but highlights that these 11 commandments have helped them to overcome these distractions in order to get their job done.

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