

TECHNOLOGY HYGIENE UPGRADE

You clean your teeth with a brush, you eat healthy food, you take a shower...

But when it comes to technology, do you have a way to keep your mind, focus an attention clean?

The average American is overwhelmed, distracted or both. The same is true for most urban/suburban people globally.

The pace of information consumption is staggering. Dig this:

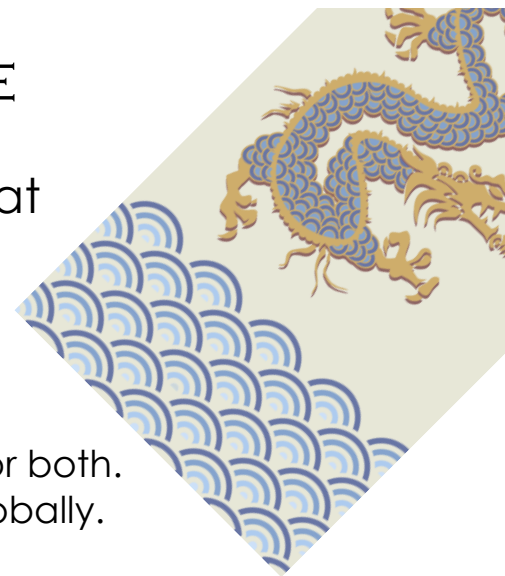
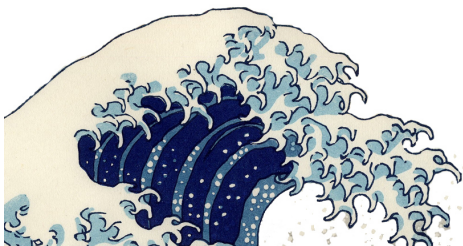
- Over 50% of workers in U.S. lose an hour a day to email, texting and other interruptions, costing businesses \$10,790 a year per employee in lost productivity.
- The average Facebook user spends 55 minutes per day on FB.
- The average mobile user is on 50 percent more.
- Psychologists have introduced the diagnosis FAD (Facebook Addiction Disorder) as a new kind of addiction disorder.
- Half of online shopping happens at the workplace
- At work, surfing happens at least two hours a day, 31% of this time is non-work related
- 86% of mobile users use their device while watching the Television
- The average American "socializes" on a mobile device 2.7 hours a day.
- Massive marketing through mobile devices means huge revenues from mobile searching, which means people want to keep you on your device longer

If you own your own business, are a creative entrepreneur, freelancer, warrior artist or self-employed boss, then you know how pernicious these distractions can be. Yet, they provide so much ease, fun, connectivity and instant gratification. Let's face it. We love our smart phones, pads and portables.

COST \$ £ ¢ ¥ € ₣

I could tell you stats all day of the lost productivity, the dollar value of distraction and the cut your taking to YOUR bottom line as a result of having dirty technology habits. (And I don't mean porn, although Every second - \$3,075.64 is being spent on pornography (the bulk of that is done by China, South Korea and Japan- who knew).

But here is the bottom line. Your bad habits with technology cost your business and YOU a lot of money, time and wasted attention. It is an effin' epiemic worse than any Bird, Swine or Swamp Flu we ever saw...well, OK, that is hyperbole...



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If you are reading this, you are either nodding vigorously and wondering what you should do about this OR you are reading this with curiosity but no emotional gut check or you honestly don't have any issues with your own technology hygiene. If you fit in the third category then you are either lying, or you live with the Amish. Its you in the middle I want to get real with.

If you don't know how much device use sloppiness is costing you, here is your first step. You are going to implement a simple daily practice that even my kids can accomplish.

Have you ever taken the bull by the horns with your finances? If you have ever been fed up with dysfunctional financial habits, you know the first step is to get clear about your money. And the most basic practice is to keep track of every penny spent for 30 days.

Likewise, if you have ever changed your health through diet and nutrition, you know the most important habit to cultivate is a daily food journal. When you keep track of what you eat and how you feel, an almost magical awareness begins to change how you behave.

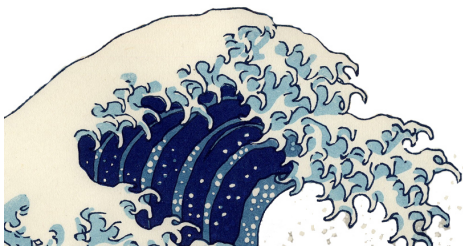
Email Mileage Measurement

My grandparents took meticulous notes of their mileage, gas purchases and then calculated their cars' gas mileage in every season, with every type of gas and in every type of driving condition. Therefore, they could tell you with certainty, the cost of driving from point A to point B. You are going to do the same thing with email, social networks, media, texting and surfing.

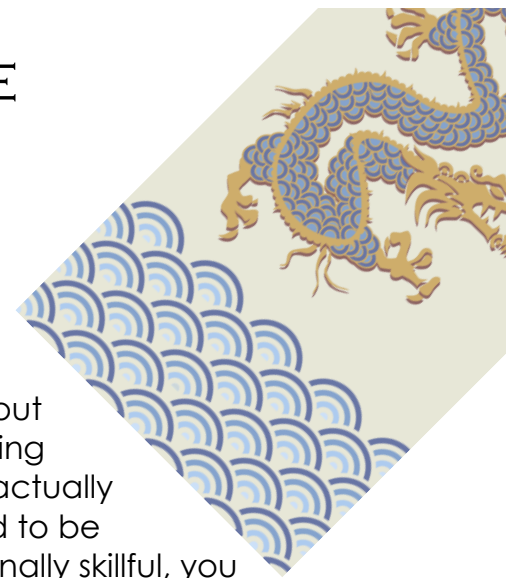
There are three simple steps:

1. Buy a small notebook –
2. Write down whenever you use your email, social or surf.
3. Review the trends

I know what you are saying... but Seth... there is an App for that! – But you see, just for this experiment, you want to use an analog system for recording. After 30 days, take the tie to let the numbers sink in. How much time did you spend on email? Social networks? Media? How many times did you interrupt other activities? What was the longest stretch of uninterrupted time between these? (Not sleep!). Then give a dollar amount to what it costs you to have these habits as they currently stand.



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The Daily Routine: Be Fierce

Just like you don't shower once a month (I hope) and you don't brush your teeth once a week (eek!). You don't clean out your techno-head space once a month only. If you like spinning around on email, texting, surfing and tweets, or, if your job is actually just doing this stuff all day, then cool. No prob. But if you need to be generative, productive, creative, coherent and/or interpersonally skillful, you had best get yourself a daily rhythm and routine that sequesters time away from media. A couple examples:

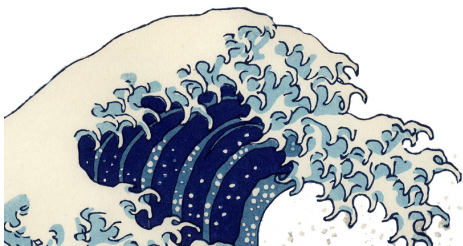
1. Sales – you usually need to interact with people on this
2. Delegating/Leveraging – time to lead and manage
3. Generative – writing, video, rehearse, create, practice, edit
4. Administrate – balance things, check boxes, clear desk
5. Breath and move your body
6. Thinking time – time to just think uninterrupted
7. Planning time – the key to a powerful day, week, month, year, life
8. Emotional / Mental training – sharpen the inner game

The most obvious and egregious trespass of web-head is into creative / generative / productive time. Every time you get interrupted, it takes 10-20 minutes to get back into the creative flow that you were in. That is why you have to be fierce. Be a warrior-artist. Make the generative acts your battleground and be willing to kill distraction and roast overwhelm on a spit.

Most people need to implement some basic schedule to their email use. The most fundamental change (essential) is turning off the automatic notification that “dings!” or flags you that you have a new email.

And there is one commandment above all others that thou shalt obey or pay tribute of burnt creativity to the god's of productivity:

Thou shalt not check thy email first thing in the morning



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The Media Fast

And sometimes you need the spiritual intervention. For eons, humans have fasted for physical, mental, emotional and spiritual purification. Today's humankind needs a new ritual of renewal. The media fast.

It starts with taking a week off from Facebook. Then you add Twitter. Once you can do that safely and without harm, you add email. Then, with a lot of prayer and meditation, and with a trusted guide, you can undertake a full week fast from all media, including magazines, books, TV, etc. I have made this experience available to exclusive clients in a retreat setting in a third world, tropical country, where they can experience a media free week in the natural beauty of sand, sea and sun.

Something definitely happens to people. They unfurl like flowers and leaves. Tension melts off their backs and necks. There is a period of resetting. I always go through withdrawal. My body acts weird. Some people insist on visiting an internet café... they just have to check one thing. They end up watching a Youtube video of a Japanese family cat jumping in and out of a large box. (See, it was very important!)

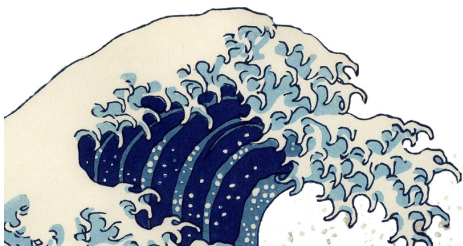
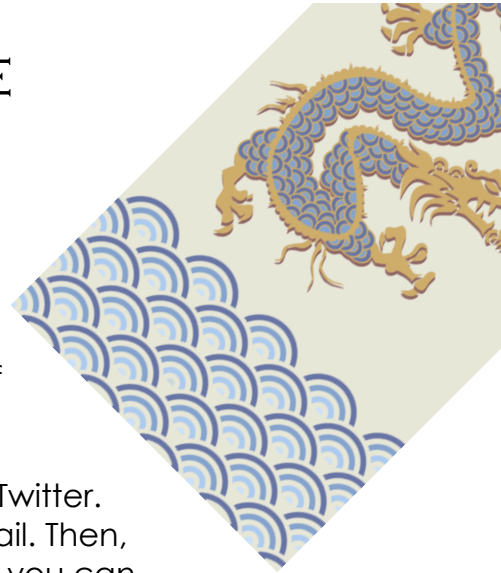
No Techno Phobias/ Guinea Pigs

I am no technophobe. I am a giddy technology adopter. I love all the cool tricks, techniques and functionality at our fingertips. But I am no fool.

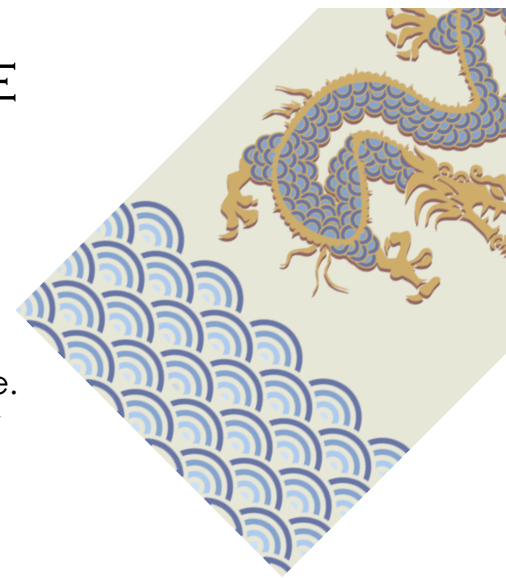
We are all guinea pigs in a huge experiment to see what will happen when we thrust vastly different sensory experience into massive numbers of people.

We don't know what the effects of social media, web surfing, google spelling correction, email, text and the emerging Siris and voice dictation programs will have on us. But there is no escaping. I will be assimilated.

I know Amish people. They don't own cars. They use diesel generator air compressors to run machines for power tools and ice cream makers. They are off the grid. They still ride in horse drawn buggies or pay someone else to drive them. But the Amish farmers have cell phones. (They are not however, checking their BFF's relationship status at 1am)



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Why?

This is not about having another set of rules. Don't use these ideas to "should" on yourself about your web-tech-media use. Instead, ask yourself why you want to have good technology hygiene?

What is the compelling reason?

What is the end game?

Do you feel better when you aren't captured by trending conversations?

Do you have a book, course, great work that you want to complete?

Are you ready to have more mental coherence through out the day?

Would you like to have more human contact?

If you don't have a compelling reason to make a change, then don't. But if you do, resolve today to implement small steps for better media cleanliness. Email elegance... get your Technology Hygiene together!

Sources-

Seth Braun, *Indestructible Success*

Web Spy, *InternetUseStatistics.PDF*

Pam Sahota, <http://www.socialnomics.net/2011/07/25/fifteen-incredible-mobile-statistics/>

Jerry Ropelato <http://internet-filter-review.toptenreviews.com/internet-pornography-statistics.html>

Fun and enjoyable?

If so, please share with others!

And you might like my book, *Indestructible Success*. At www.SethBraun.com

