

EVOLVE LEVEL 6, Unit Quiz 8A

- Steve** Welcome to the Success podcast. I'm Steve Davidson, and today we're talking about maintaining focus in a world of distractions with productivity expert Cassie Maddox. Welcome, Cassie.
- Cassie** Hi, Steve. Thanks for having me.
- Steve** So why is it people can't focus? Is technology to blame or is it something else?
- Cassie** It's funny that you mention technology. It's the first thing that people want to point to. And it may share part of the blame, but not all. What is true, is technology gives us access to so much more information than in the past. Experts claim that one edition of the Sunday New York Times contains more factual information than all the written material accessible in the 15th century! We don't lack information, we lack attention.
- Steve** It's true.
- Cassie** That's why clickbait exists. We've all been reading an article and clicked on a curious headline and suddenly two hours later we are looking at videos of cats on the internet.
- Steve** So what's the solution?
- Cassie** Use a blank page. Don't choose from what is in front of you, but create what is not in front of you. Design your life. An example: A friend wanted to be a writer and the first thing she did was look online at what other people were writing. Within a week, she had lost all her motivation. If you want to write, write. Make mistakes. You'll learn and get better.
- Steve** I see.
- Cassie** At the end of the day, to be focused or distracted is a choice. It's up to each one of us to take control of our own destiny and choose to focus on the things that we want to. And yes, it's difficult to write a book but not impossible. In fact, this seems like a good moment to talk about my new book, Steve.