

The Asbury Group
Marketing



Anticipate More

The Myth of Multitasking

*From the book written by
Dave Crenshaw*

The Truth

Multitasking is neither a reality nor is it efficient

We ask our sales teams...

- Are there enough hours in the day?
- Are you working harder and getting less done?
- Are you interrupted all day long?
- Are you inundated with text messages, email and phone calls?

A little exercise for your sales teams...

Questions

- How many emails do you get a day?
- How many times do you check your email (include checking emails on phone)?
- How many interruptions by coworkers each day?
- How many phone calls a day (office and cell)?

A little math...

- Add all of your numbers together
- Divide by the number of hours worked
- This number represents your typical work hour.
- In an average hour, you are interrupted _____times

Study conducted by the Irvine Department of Information and Computer Science, University of California, Irvine:

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- The average number of minutes an employee can devote to a project before being interrupted

Reality

- You are not “Multitasking”
- You are “Switchtasking”
- Jumping from one thing to another, changing mental tracks

Cost

- Switchtasking is very costly
- Less effective and less efficient

“The people we work and live with on a daily basis deserve our full attention.”

When

- Set recurring meetings
- Be prepared for those meetings
- Do not allow any interruptions...turn off cell, shut down computer screen, close door

The Expectation

- Give a clear expectation of your availability
- Use voice mail to define that you check at 10, 2 and 4...and that you will return the call before end of business

Sales Impact

- If employees are doing this with customers it will seriously hurt customer relations
- They can always take their business elsewhere if they are feeling as if someone does not care

The Steps

- Recognize that Multitasking is a lie
- Understand background tasking vs. switchtasking
- Become aware of how you have been using your time
- Create a new budget for how you will use your time
- Schedule recurring appointments with key people
- Set expectations to let people know when you are available

The Steps

- Resist making active switches
- Give people your full attention when dealing with them
- Schedule plenty of travel time between appointments
- Never commit to anything without your calendar

Suggestions

- Turn off computer alerts for new email
- Stop Instant Messaging

Consideration

- Look at your work environment
- Look at your personal environment
- Opportunity for increased productivity
- Opportunity for enhanced personal relationships

Thank you for
your undivided
attention!

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