

# **HOW TECHNOLOGY IS DESTROYING OUR FOCUS**

**And What We Can Do About It**

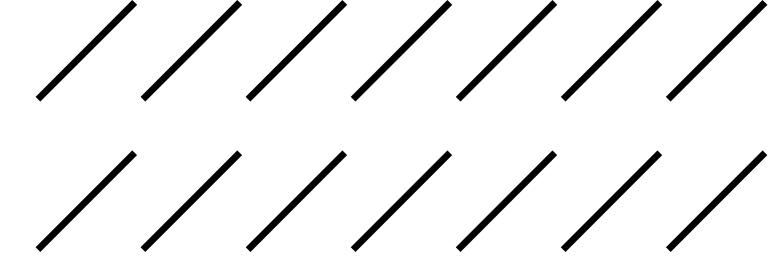
**PRESENTED BY:**

Ahmed Lotfi

# Agenda



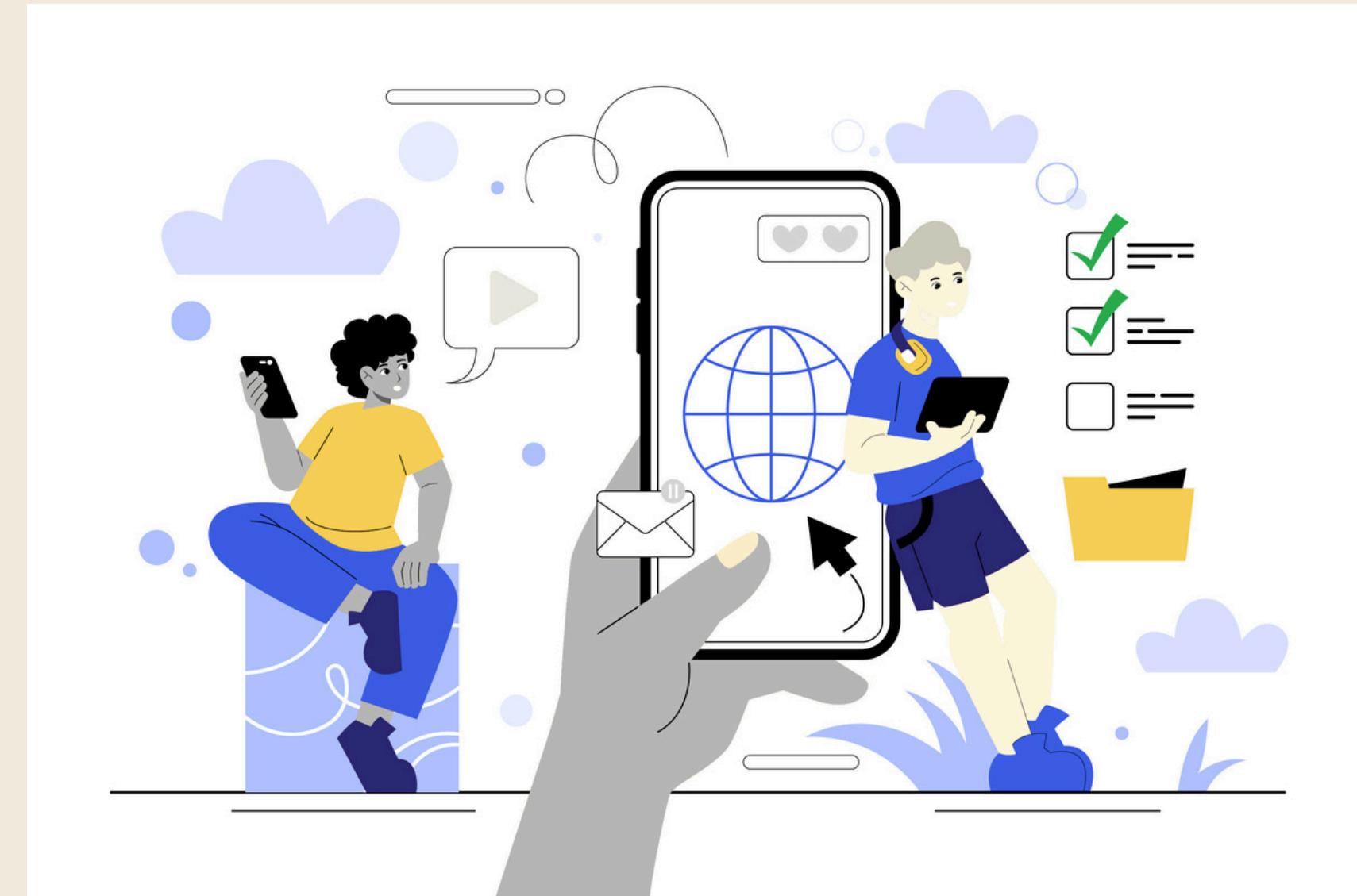
<b>01</b>	<b>Introduction &amp; Awareness</b>
<b>02</b>	<b>The Focus Problem</b>
<b>03</b>	<b>The Science of Distraction</b>
<b>04</b>	<b>Real-Life Impact</b>
<b>05</b>	<b>Rebuilding Focus</b>
<b>06</b>	<b>Personal Application &amp; Challenge</b>
<b>07</b>	<b>Key Takeaways &amp; Conclusion</b>





نخش فال موضوع على طول

# How many times did you check your phone today?



# We Feel Busy... But Are We Productive?

**# 1**

Notifications

**# 2**

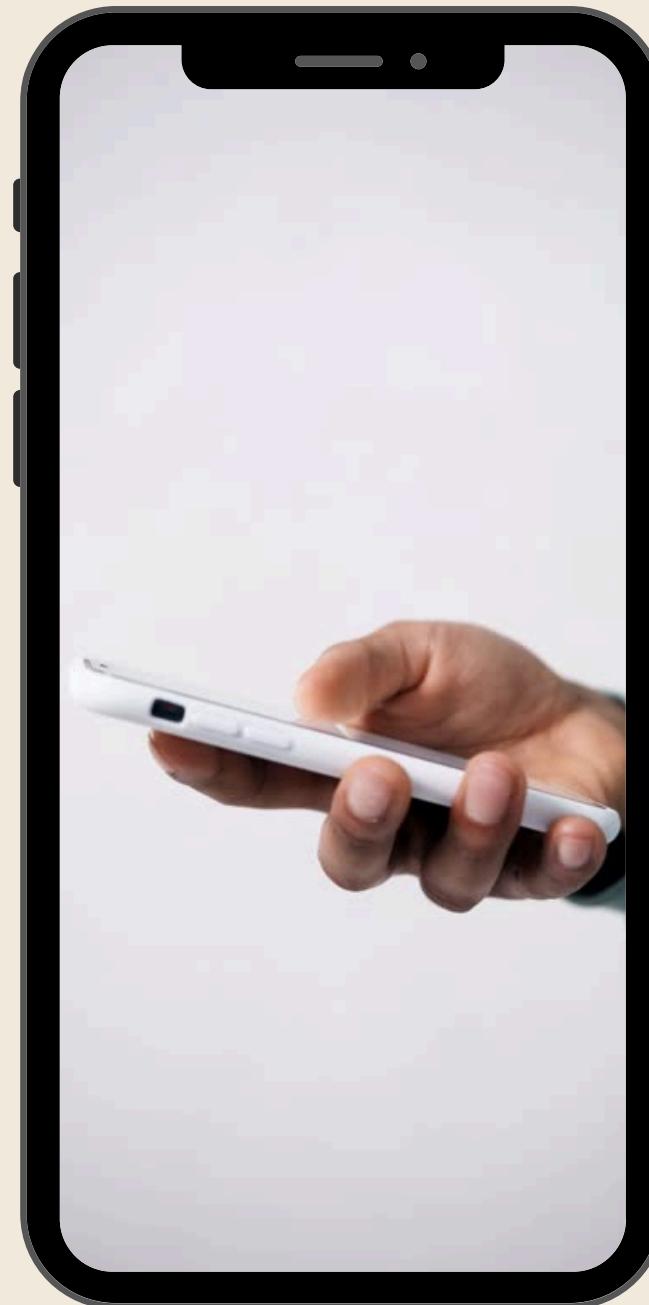
Multitasking

**# 3**

Constant switching

**# 4**

Endless scrolling



# Focus = Deep Attention

**# 1**

One task

**# 2**

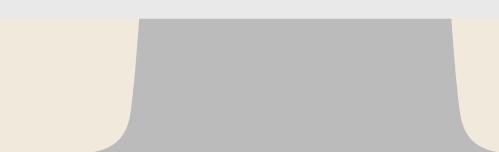
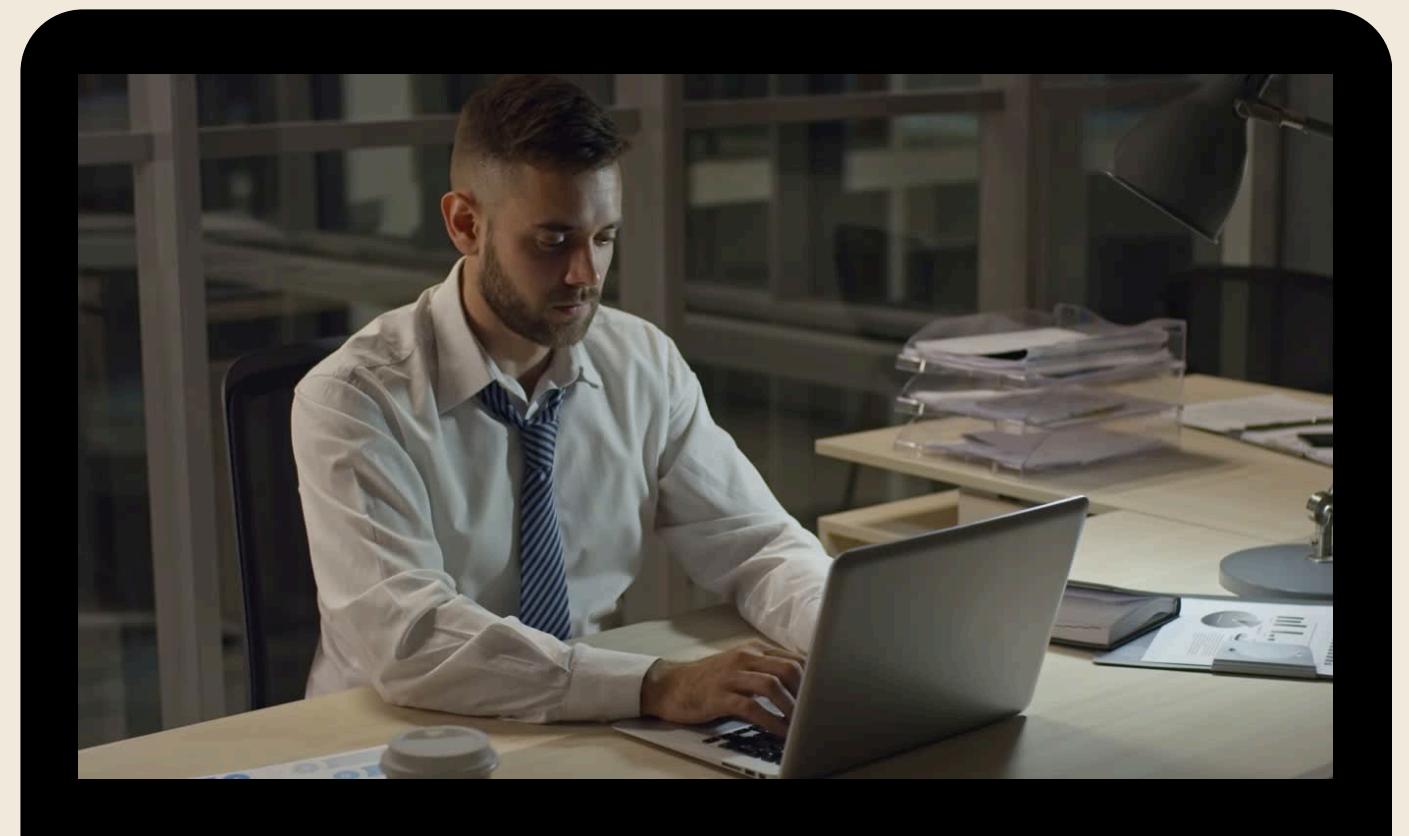
No distractions

**# 3**

Full mental effort

**# 4**

Quality over speed



# The Main Enemies of Focus

# 1

Notifications

# 2

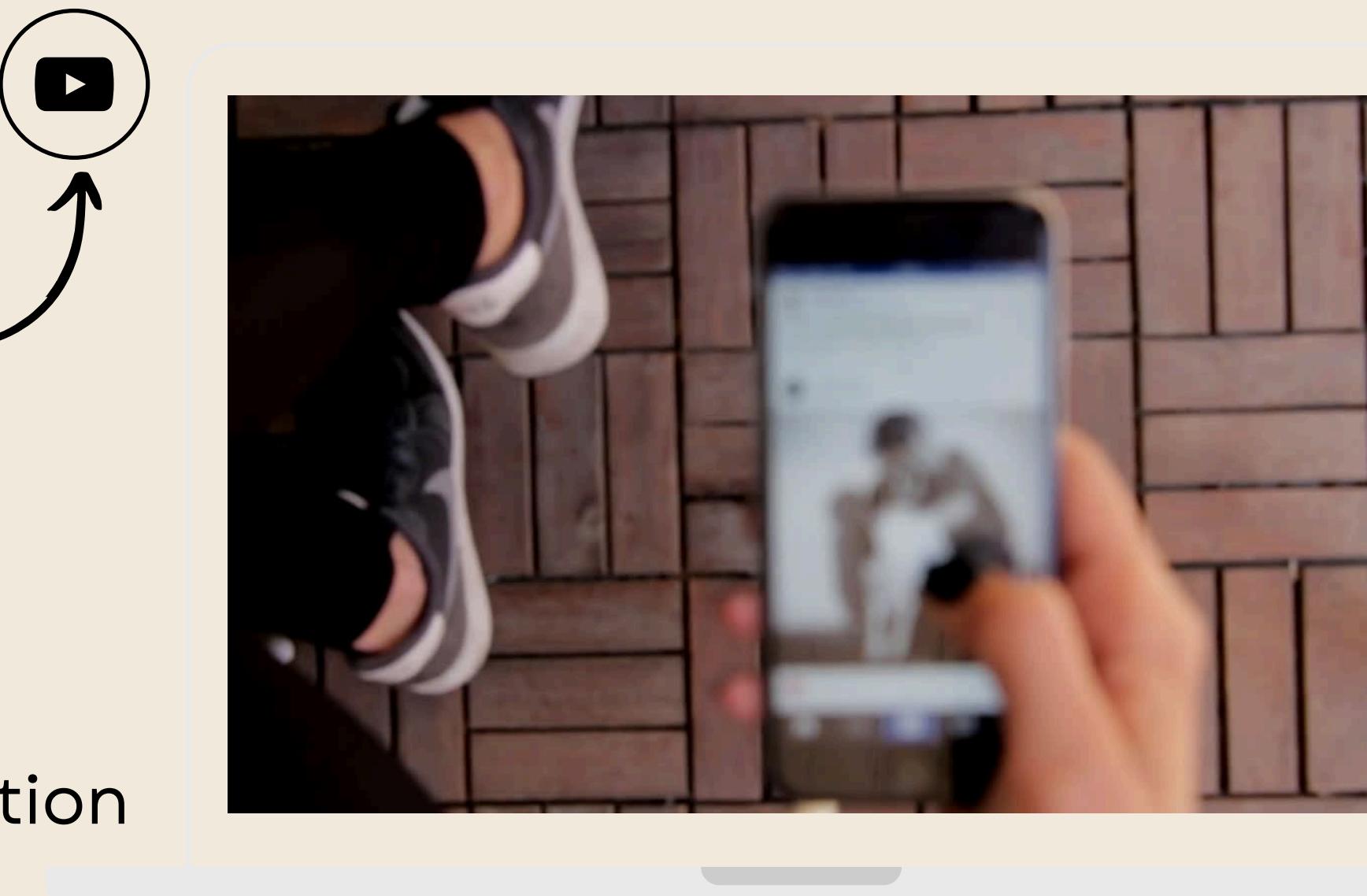
Social media

# 3

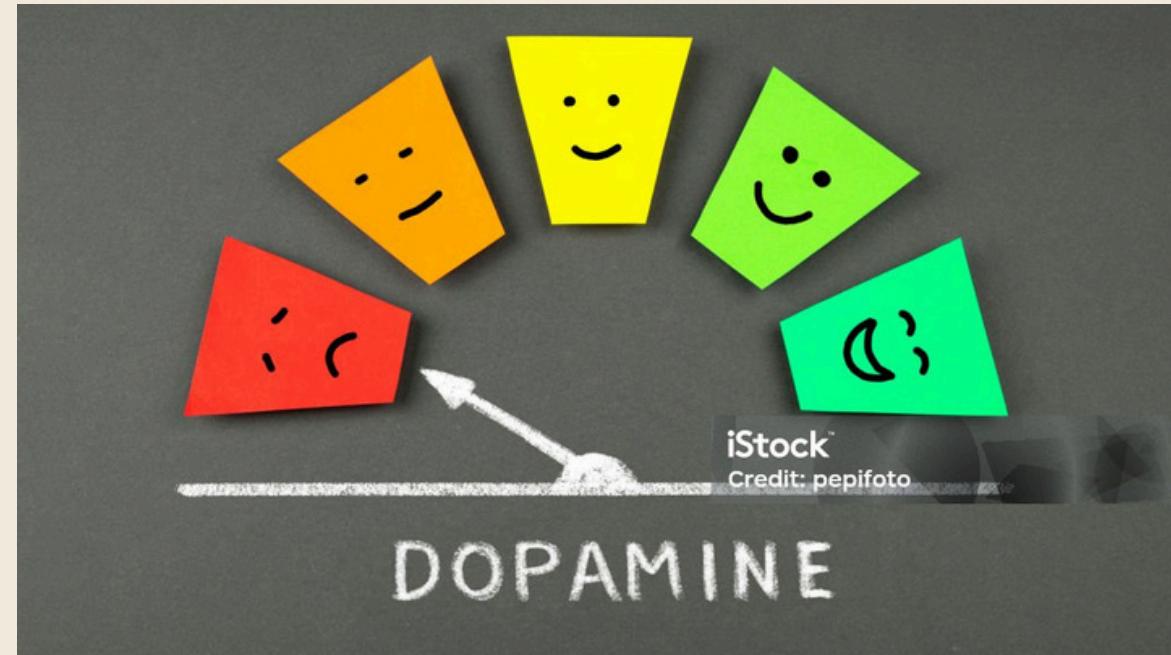
Multitasking

# 4

Instant gratification



# Dopamine & the Brain



**# 1**

Dopamine = reward  
chemical

**# 2**

Likes, messages, new  
content

**# 3**

Brain wants more

# Multitasking Is a Lie



**# 1**

Brain switches, not  
multitasks

**# 2**

Each switch = mental  
cost

**# 3**

Less quality, more  
errors

# What We're Losing

**# 1**

Deep thinking

**# 2**

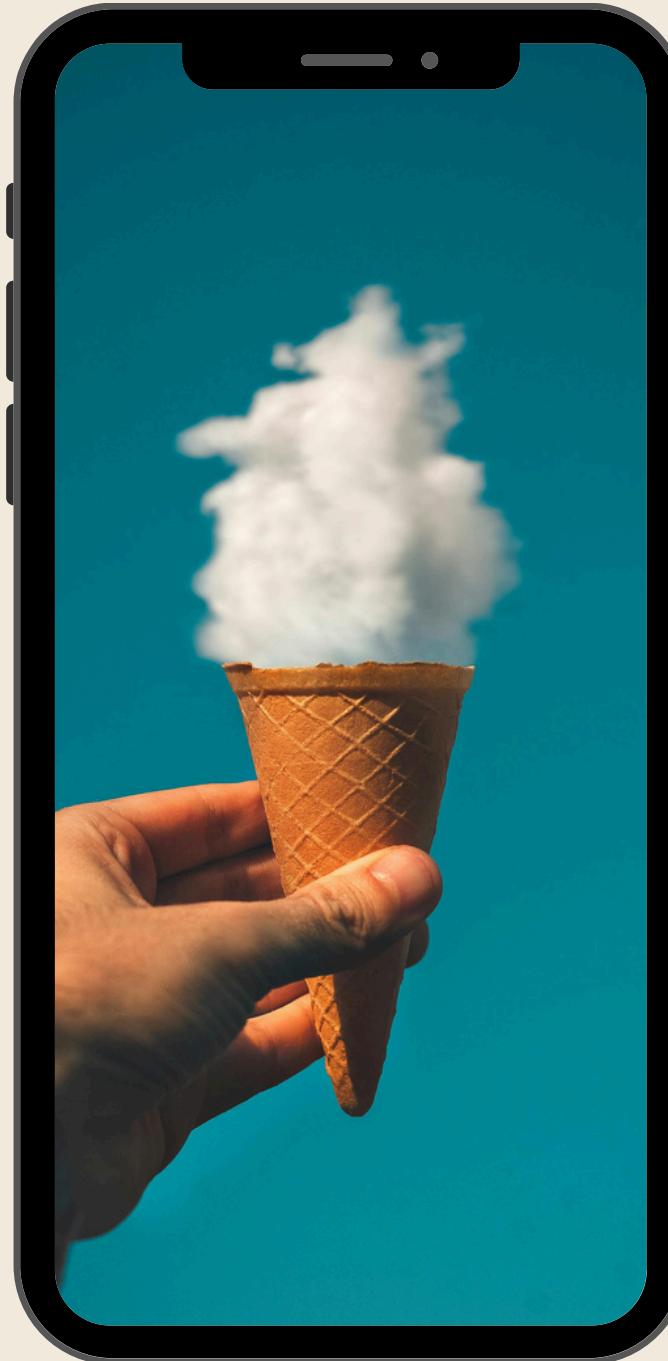
Creativity

**# 3**

Learning speed

**# 4**

Patience



# Impact on Us

**# 1**

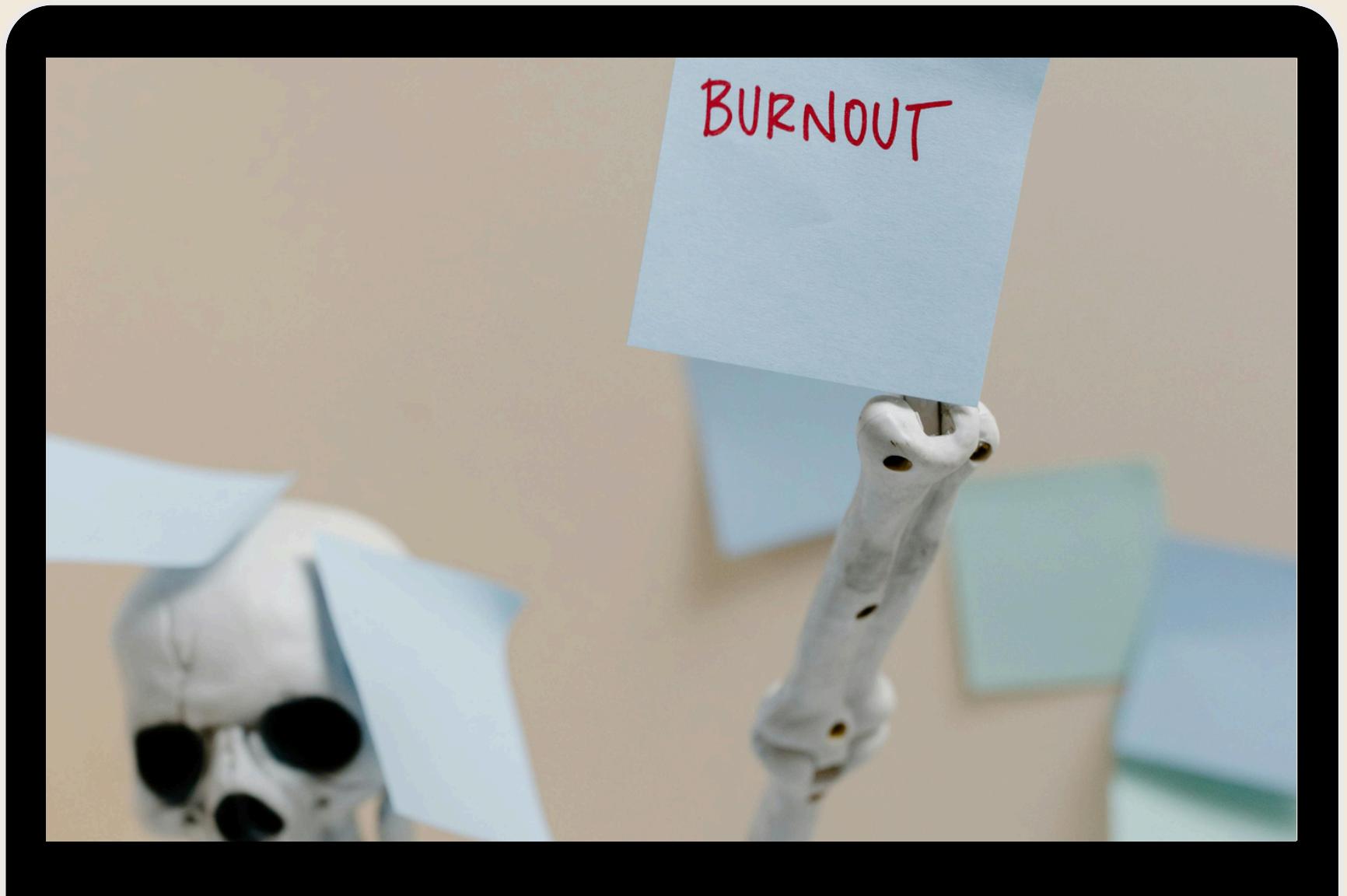
Longer study time, less  
result

**# 2**

Shallow learning

**# 3**

Constant mental  
fatigue



# The Good News 😊



# 1

Focus is a skill

# 2

Skills can be trained

# 3

Small changes matter

# Control the Noise



**# 1**

Turn off non-essential  
notifications

**# 2**

Phone on silent during  
work

**# 3**

No notifications ≠  
missing life

# One Task at a Time



**# 1**

One goal

**# 2**

One screen

**# 3**

One time block

# Schedule Focus



**# 1**

Fixed focus time

**# 2**

Clear start & end

**# 3**

Planned breaks

# Use Tech Intentionally



**# 1**

Does this help my  
goals?

**# 2**

Limit usage time

**# 3**

Remove useless apps

# How I Apply This



**# 1**

Focus sessions

**# 2**

Phone away

**# 3**

Clear daily goals

# A Simple Challenge



# 1

60 minutes

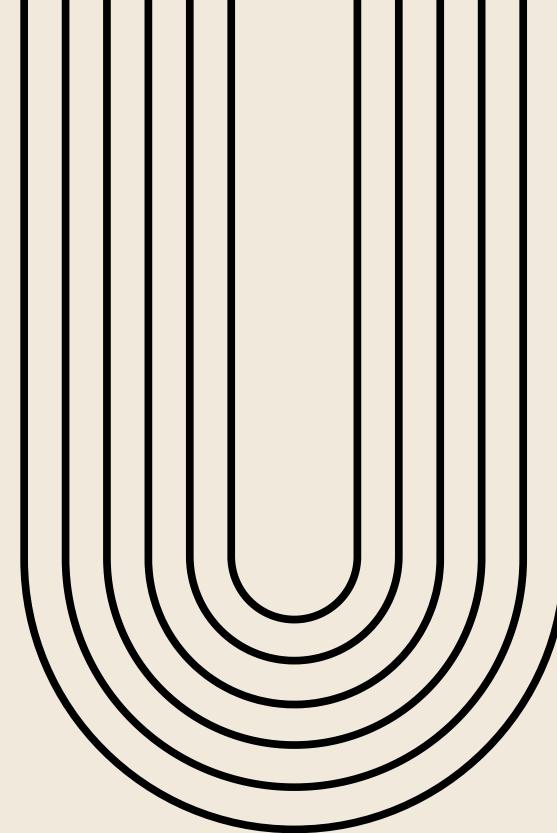
# 2

Phone away

# 3

One important task

# Remember This



**# 1**

Technology is powerful

**# 2**

Focus is rare

**# 3**

Control creates  
freedom

## Final Thought

“Technology is powerful.  
Control it, don’t let it control  
you.”

# Thank you

AHMED LOTFI



LINKEDIN