

Why splitting your focus could be good

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Mon

Management

Tue

Product

Wed

Marketing & Growth

Thu

Developers & Partnerships

Fri

Culture



Multi-Tasking Paradox

Appelbaum, S. H., Marchionni, A., & Fernandez, A. (2008).



200 top London tech companies

Souitaris, V., & Maestro, B. M. M. (2010)

200 top London tech companies

“the financial performance of companies with highly polychronic teams was significantly better than that of companies with average or monochronic teams”

Souitaris, V., & Maestro, B. M. M. (2010)



Franklin, N., Swets., B., & Viccellio, A.
(in review)

Mono-taskers

One strong case



Franklin, N., Swets., B., & Viccellio, A.
(in review)

Multi-taskers

Better cases overall



Franklin, N., Swets., B., & Viccellio, A.
(in review)

Interleaved Learning

bonjour

buenos días

こんばんは。

1 day · 25%

1 month · 76%

Rohrer, D., Dedrick, R. F., & Stershic, S. (2015)





Opportunistic Assimilation

Alex Peattie

Latex Ape Tie





Carson, S. H. (in review)

Overall Performance
Learning
Creativity



Thanks for listening