

05

Maximizing Return-on-Attention



The 3 pillars

CAPTURE

Progressive Summarization

ORGANIZE

P.A.R.A.

RETRIEVE

Just-in-Time Project Mgmt

Practice

Progressive Summarization



**Unit 5
Maximizing
Return-on-Attention**

Organizing for Insight



**Unit 3
Digital Cognition**

**Unit 6
Just-In-Time
Project Management**

**Unit 7
Workflow & Retrieval**

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Intention of the Unit

To learn how to structure our work to maximize return-on-attention and value created, by packaging it into smaller chunks at more frequent intervals

Return

on

Attention

FLOW

“Flow (n.): a mental state of operation in which a person performing an activity is fully immersed in a feeling of energized focus, full involvement, and enjoyment in the process of the activity”

Mihaly Csikszentmihalyi,
Flow: The Psychology of Optimal Experience







Transient hypofrontality



dopamine improves
pattern recognition

norepinephrine
tightens focus

anandamide improves
lateral thinking

nitric oxide suppresses
stress response

endorphins give
sense of inner tranquility

environment
setup

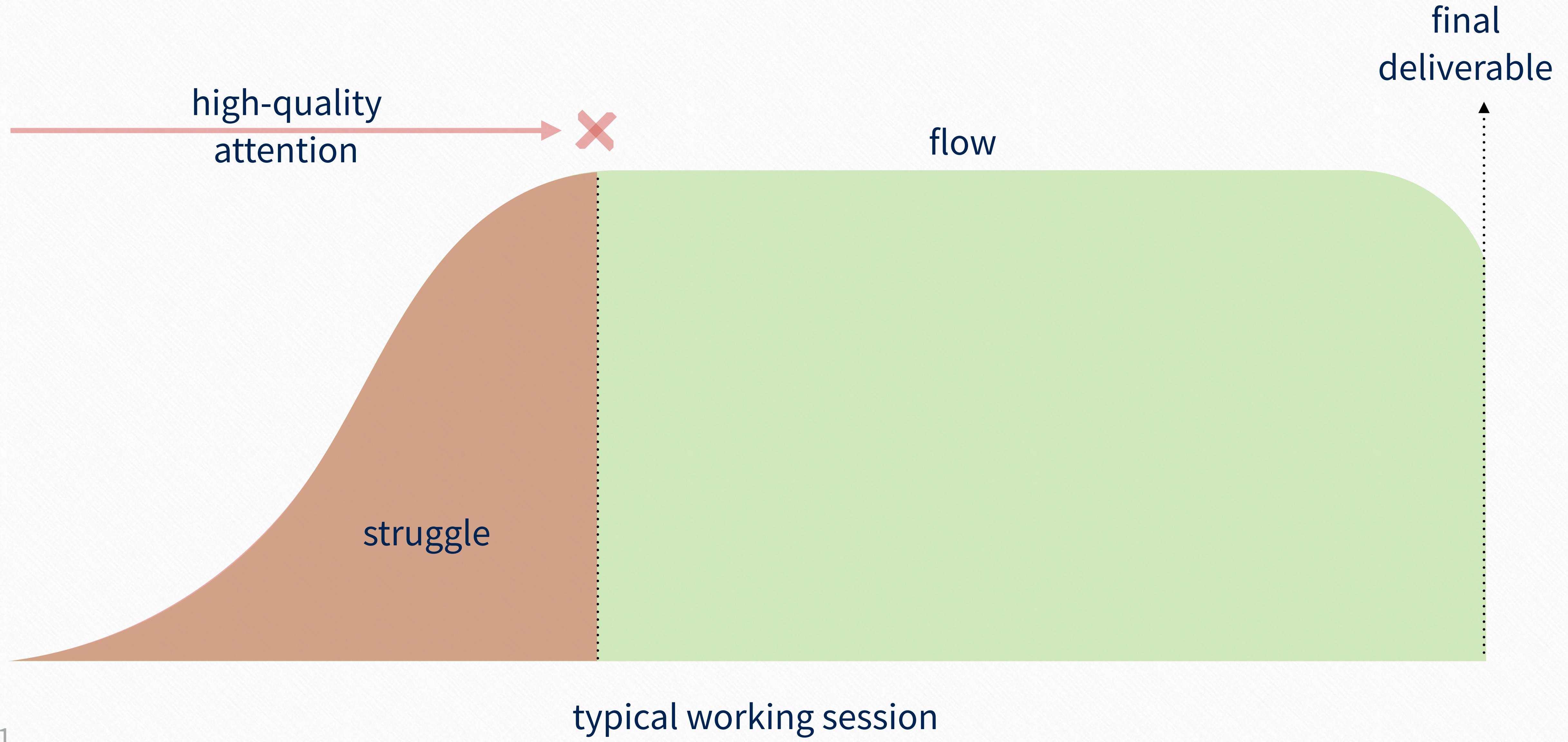
mental
setup

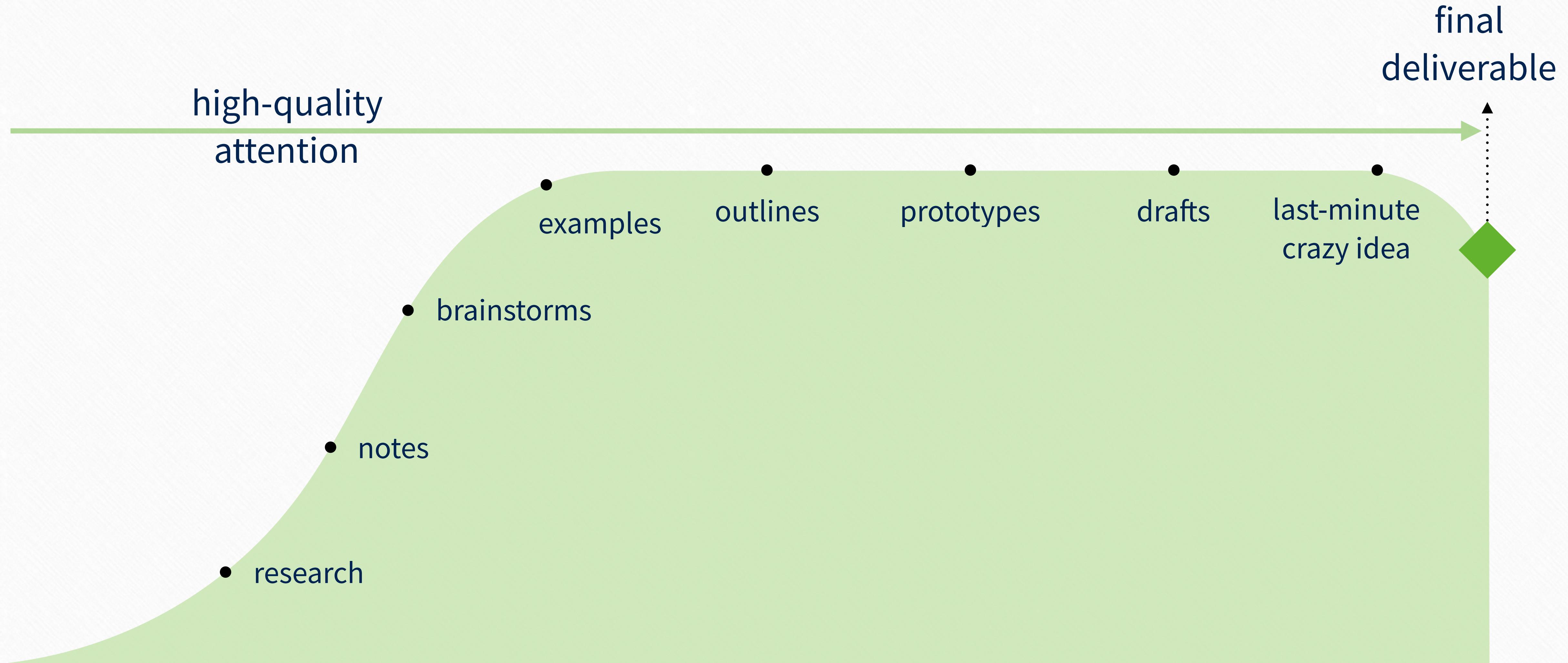
emotional
setup

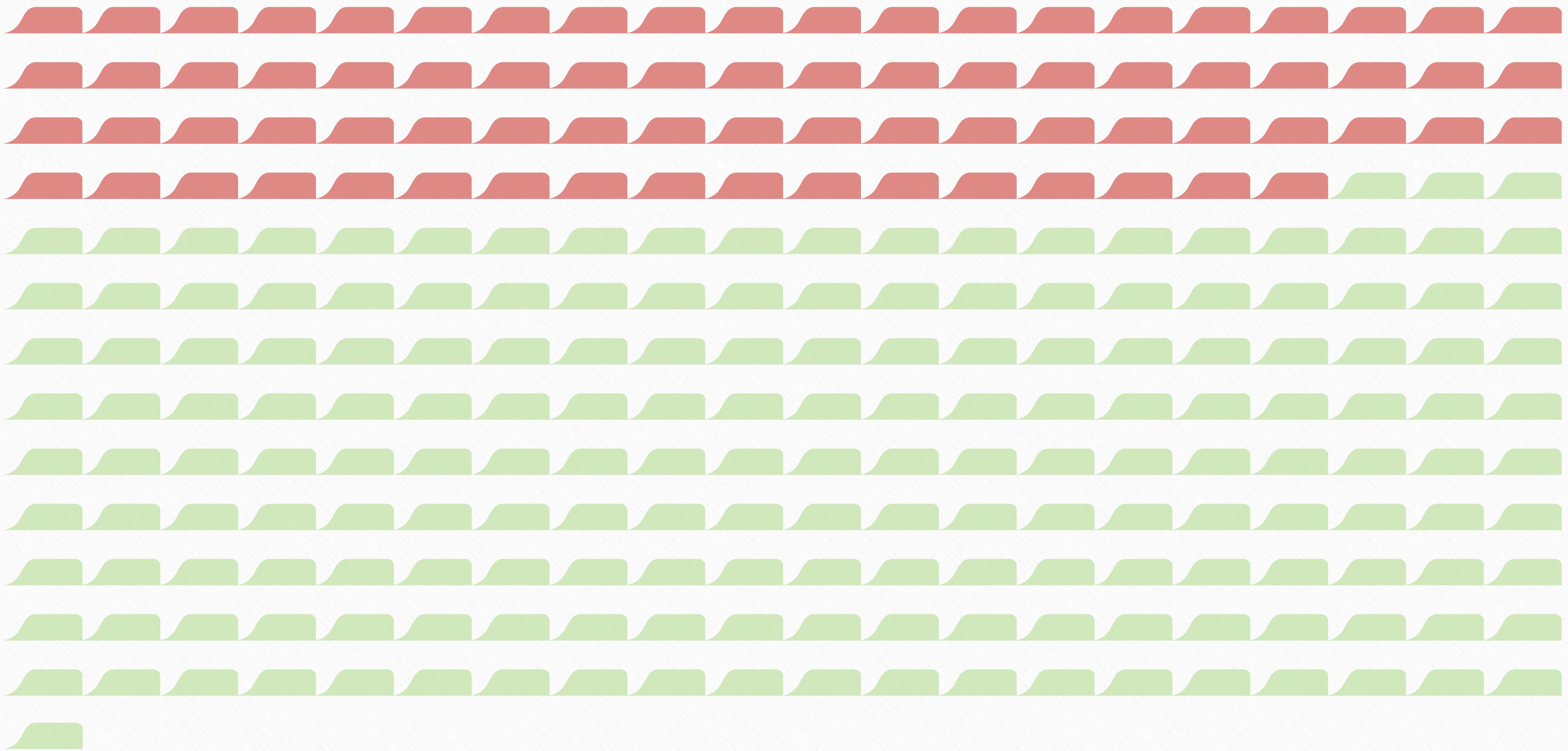
flow

final
deliverable

typical working session

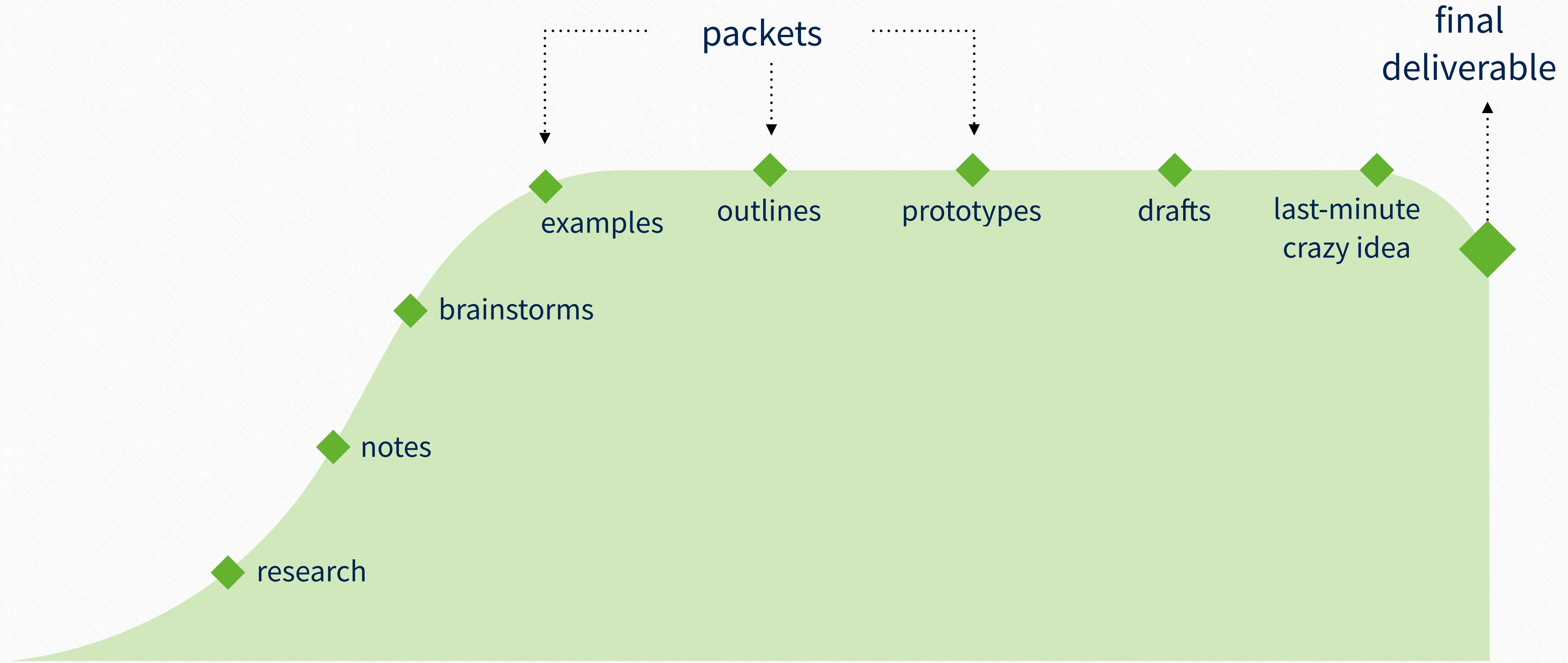




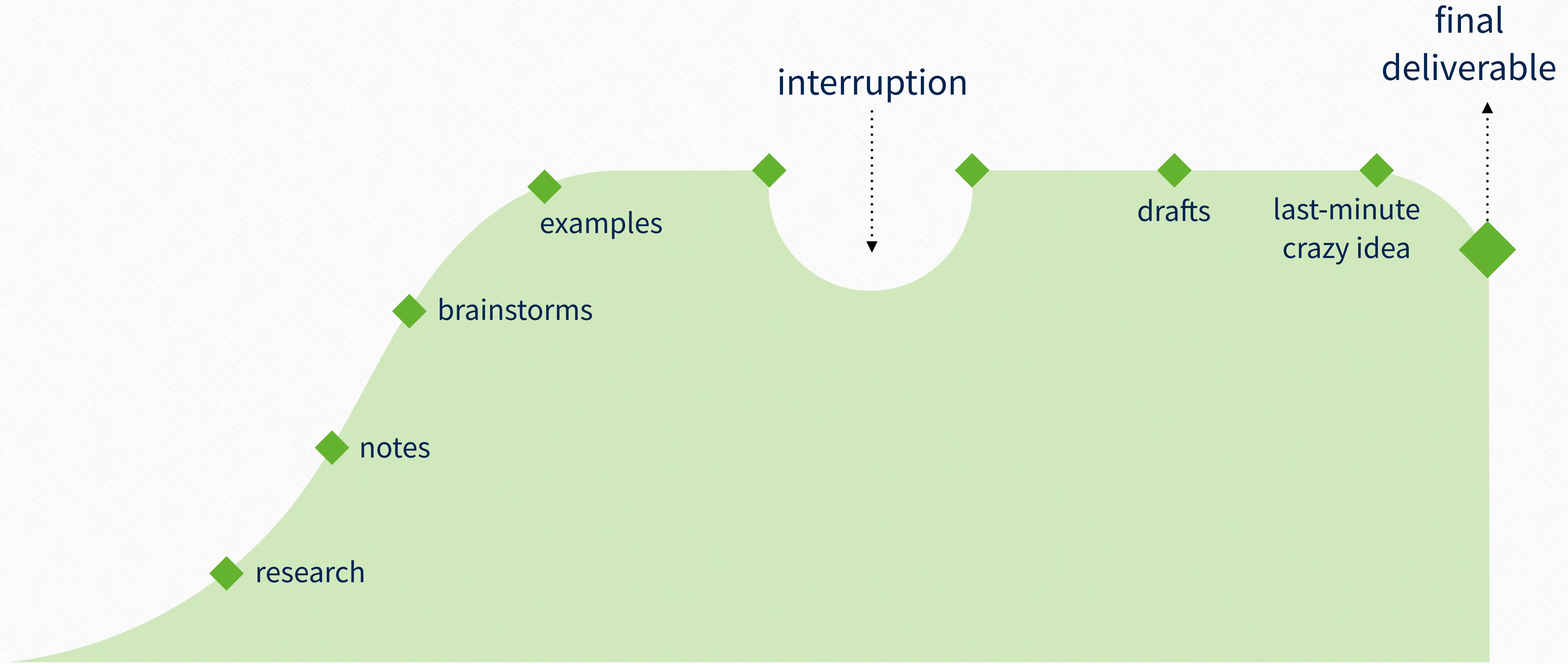


261 working days in a year

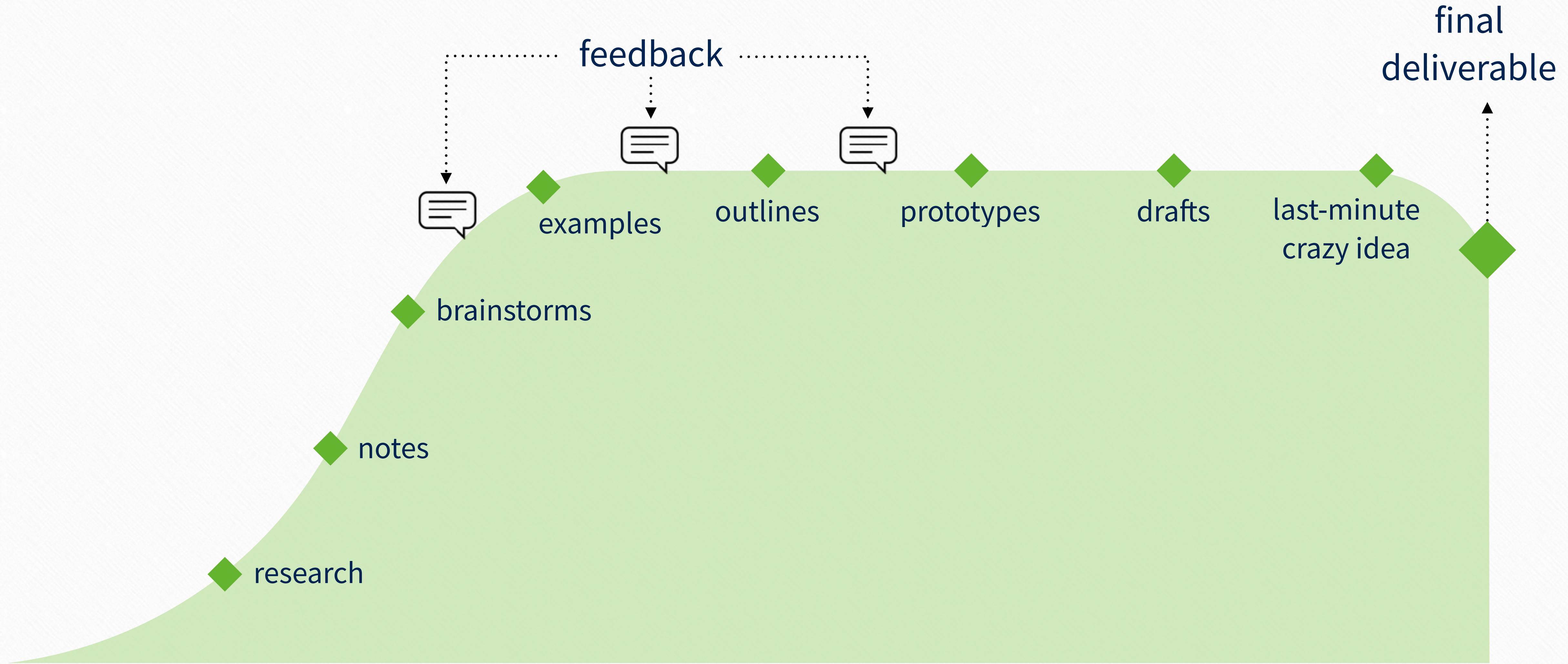
Placeholding



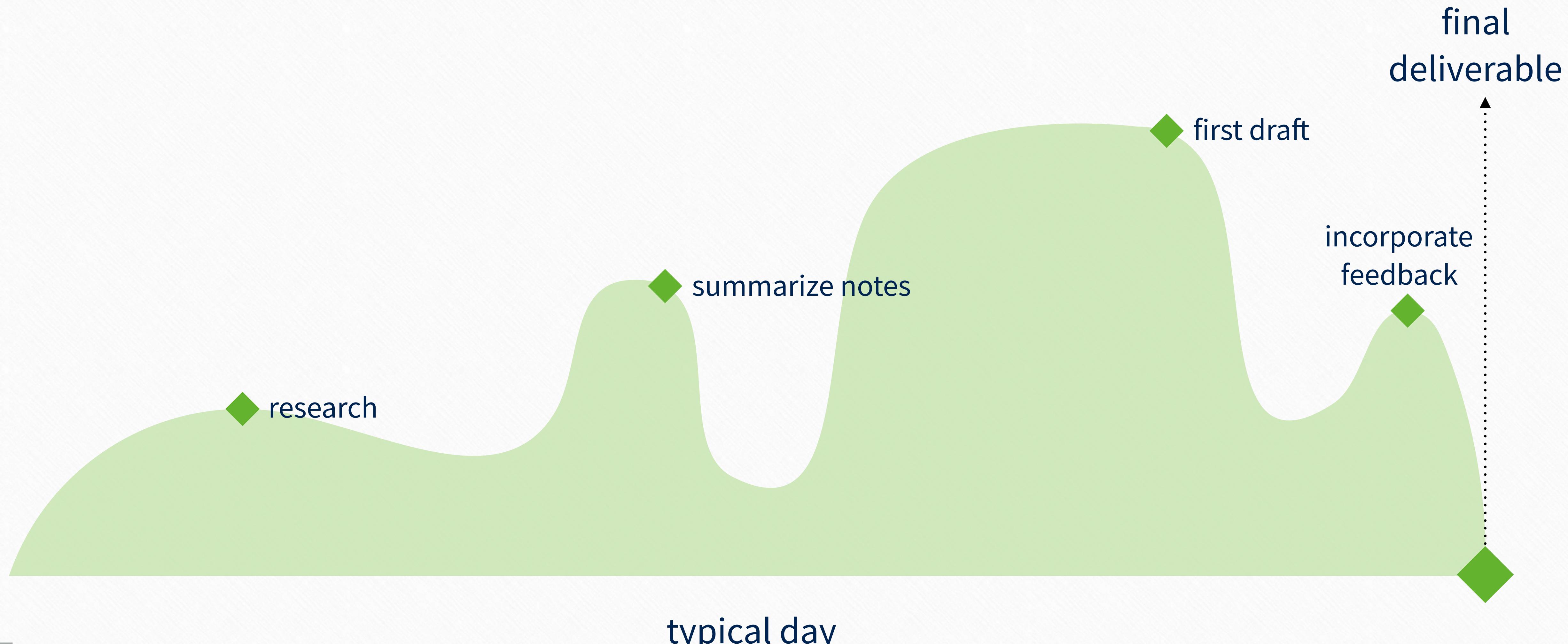
Benefits of Placeholdering: Become interruption-proof



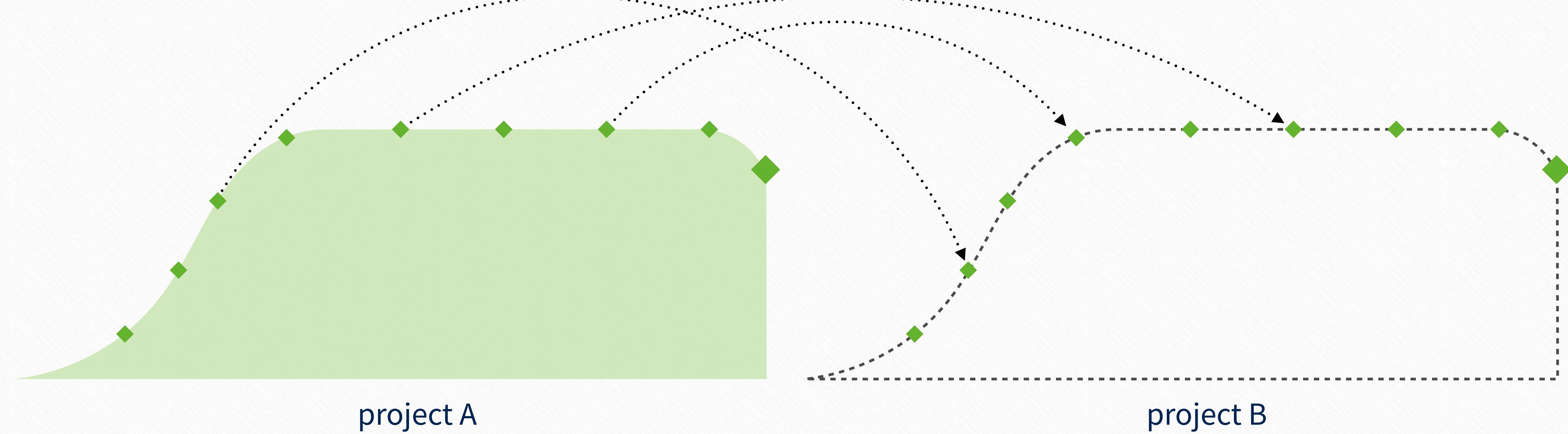
Benefits of Placeholdering: Gather more frequent feedback



Benefits of Placeholding: Create value in any span of time



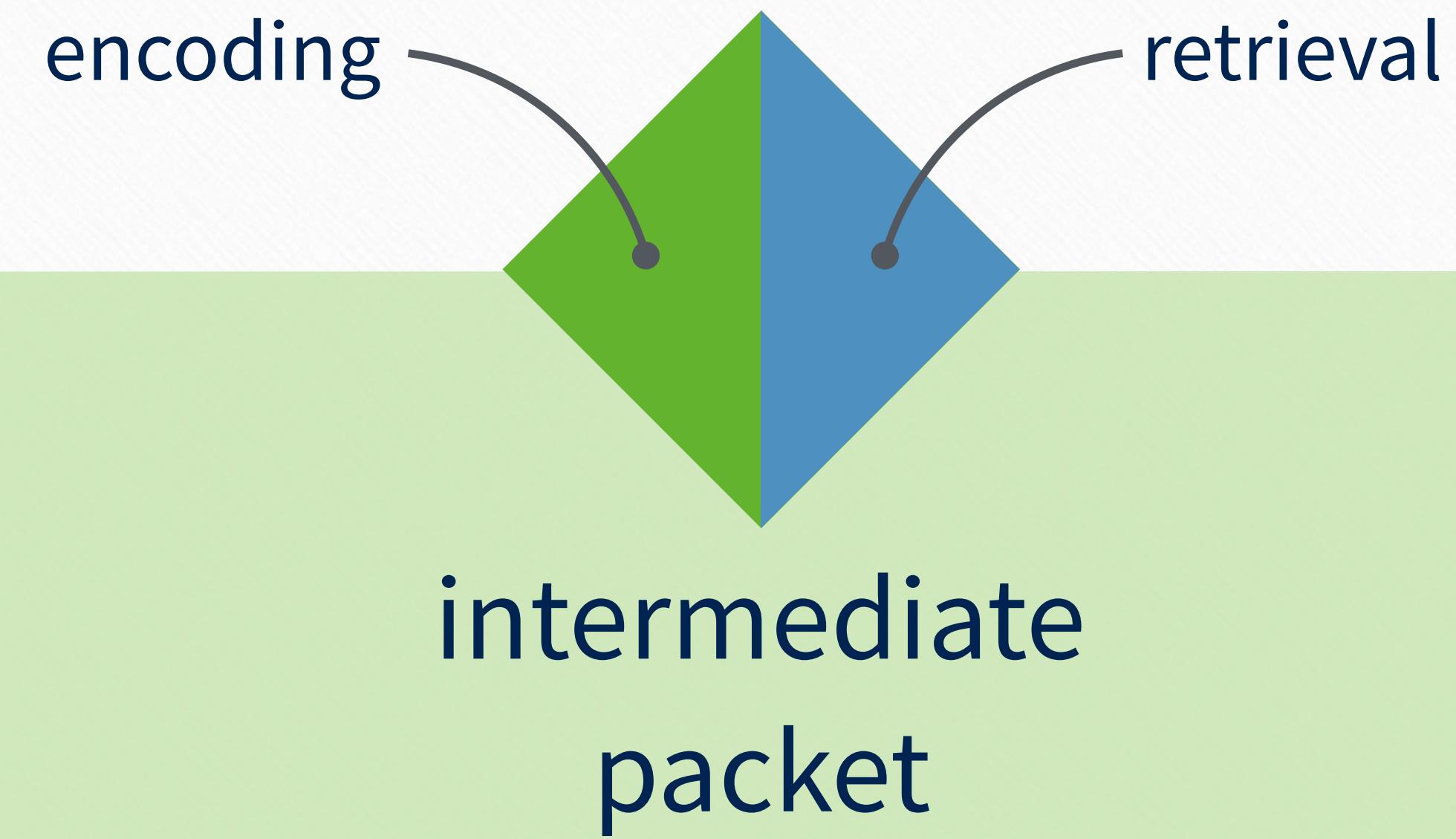
Benefits of Placeholdering: Deliver modular projects

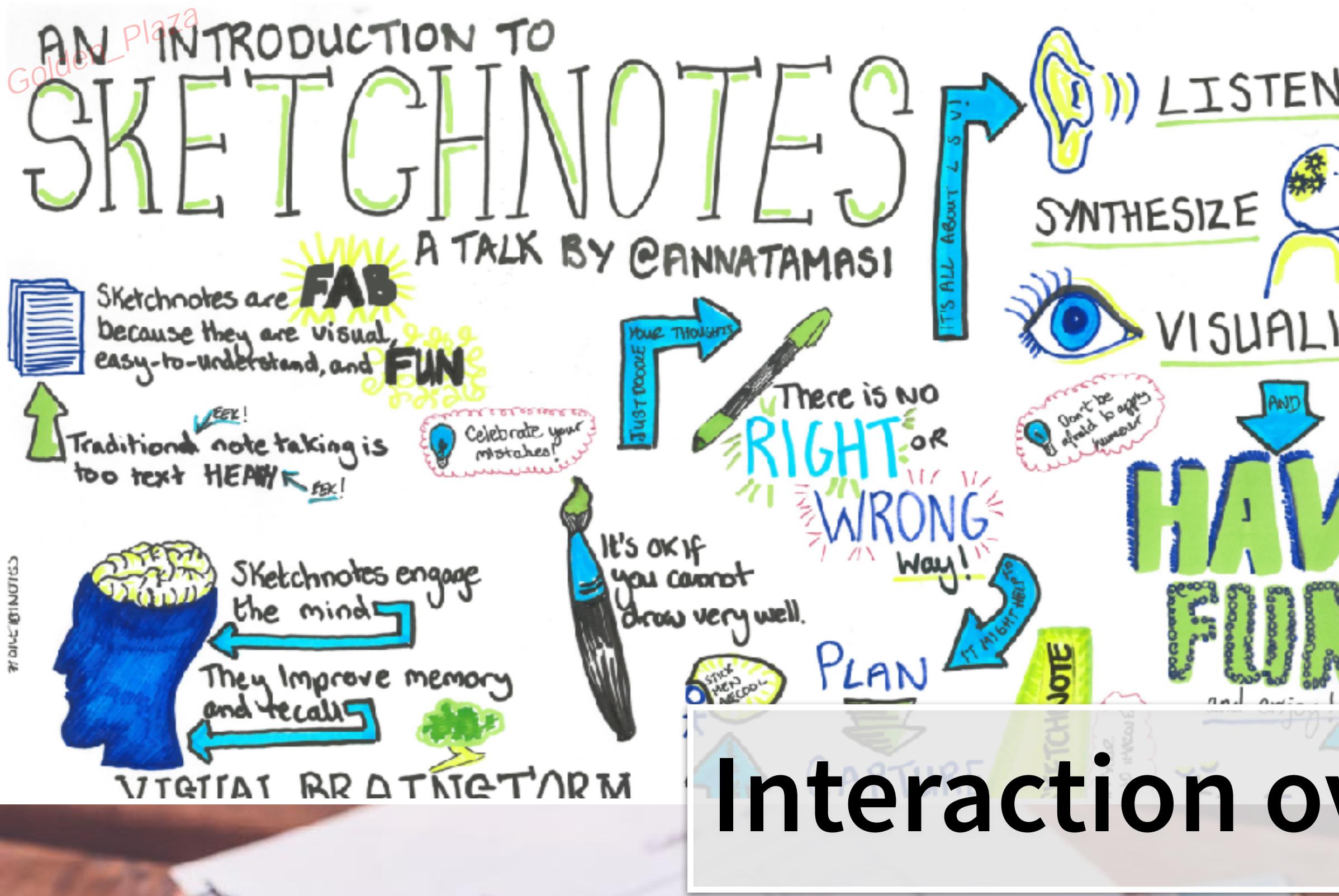


Requirements for flow



Encoding and retrieval





Interaction over Consumption



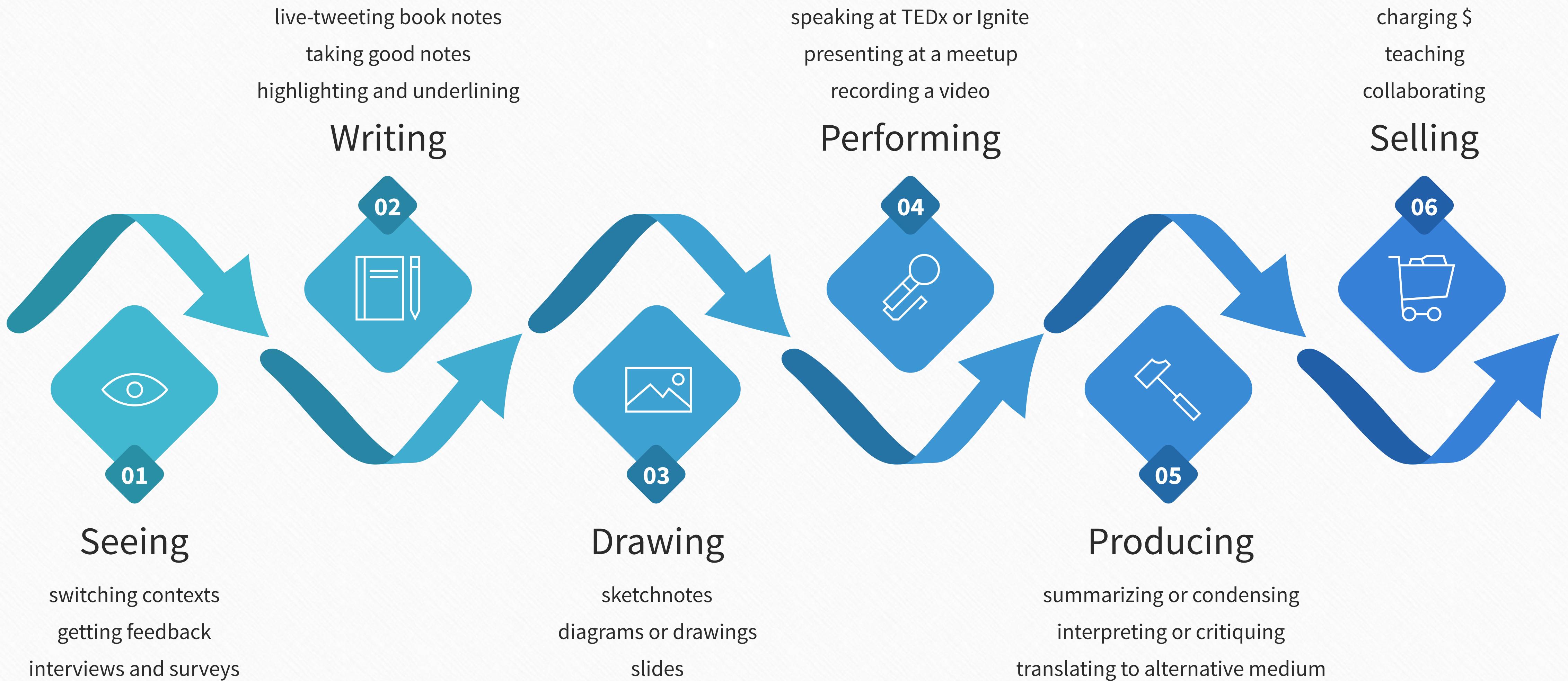
“[Rereading their highlights caused students to] think about why they initially selected certain words or phrases to highlight, resulting in deeper processing...and retrieval practice, both of which have been repeatedly shown to improve retention.”

Highlighting and Its Relation to Distributed Study and Students' Metacognitive Beliefs

Article *in* Educational Psychology Review · March 2015

DOI: [10.1007/s10648-014-9277-z](https://doi.org/10.1007/s10648-014-9277-z)

Wrestling with knowledge



Verum ipsum factum

“We only know what we make”

Giambattista Vico, philosopher

Up next...

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Just-In-Time Project Management

