

3 MINUTES

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How frequently the average office worker is interrupted or distracted

UNIVERSITY OF CALIFORNIA, IRVINE

23 MINUTES

23 MINUTES

How long it takes to return to
a task after being interrupted

UNIVERSITY OF CALIFORNIA, IRVINE

204 MILLION

204 MILLION

Emails sent per second

MASHABLE

8

|

8

Average number of windows
open at the same time on a
worker's computer

TORKEL KLINGBERG

30

30

Average number of times per
hour an office worker checks
his or her email inbox

NATIONAL CENTER FOR BIOTECHNOLOGY INFORMATION

221

221

How often the average smartphone user in the UK checks his or her phone every day

TECHMARK

4.9 BILLION

4.9 BILLION

Connected devices in use in 2015

GARTNER

200%

200%

Increase in average time spent
on mobile devices since 2012

GLOBALWEBINDEX

49%

49%

Workers who can't choose where
to work depending on the task

STEELCASE WELLBEING SURVEY GLOBAL AVERAGE, 17 COUNTRIES

Think Better Neuroscience: The Next Competitive Advantage

Steelcase

Attention is a scarce resource.

**Too much information is resulting in an
“epidemic of overwhelm.”**

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Intensification of work

**We are experiencing
more distractions, more often.**

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Humans are hardwired to be distracted.

Workplaces and schools are not helping.

What neuroscience is teaching us



Understanding attention

Understanding attention

Controlled attention is our capacity to intentionally and willfully direct our minds to a specific item or task.



Understanding attention

Stimulus-driven attention is an involuntary attraction to any external or internal lure.



Our brains at work

OUR BRAINS AT WORK

1. Brains get tired



The brain comprises merely **2% of the body's weight**, but consumes more than **20% of the daily caloric intake** of energy—more than any other organ in the human body.

OUR BRAINS AT WORK

2. Multitasking attention is inefficient



Research shows that multitasking
increases your error rate by 50%.

“Change focus ten times an hour, and your productive thinking time is only a fraction of what’s possible.”

DAVID ROCK

Flow

Being fully immersed in a feeling of energized focus, full involvement and enjoyment in the process of the activity.

OUR BRAINS AT WORK

3. Mindfulness trains the brain



“Meditation can actually change the structure of your brain, which impacts self-awareness, perception and cognitive functioning.”

“Engaging in mindfulness means that we are practicing our ability to recognize when our minds have wandered and gaining ability to redirect our attention. The more we practice this, the better we get at it.”

BEATRIZ ARANTES, SENIOR RESEARCHER, STEELCASE

“The workplace and schools can be designed to mitigate distractions and prime us to better manage our attention.”

Respecting brain modes

Steelcase researchers and designers have identified three **brain modes that each require distinct behaviors and settings.**

RESPECTING BRAIN MODES

Brain modes

Focus

RESPECTING BRAIN MODES

Brain modes

Focus

Regenerate and inspire

RESPECTING BRAIN MODES

Brain modes

Focus

Regenerate and inspire

Activate

RESPECTING BRAIN MODES

Focus

When we need to deeply focus on something, it is important to avoid unwelcome distractions.



RESPECTING BRAIN MODES

Regenerate and inspire

When overwhelmed minds need a break, regenerative activities strengthen brain functioning.



RESPECTING BRAIN MODES

Activate

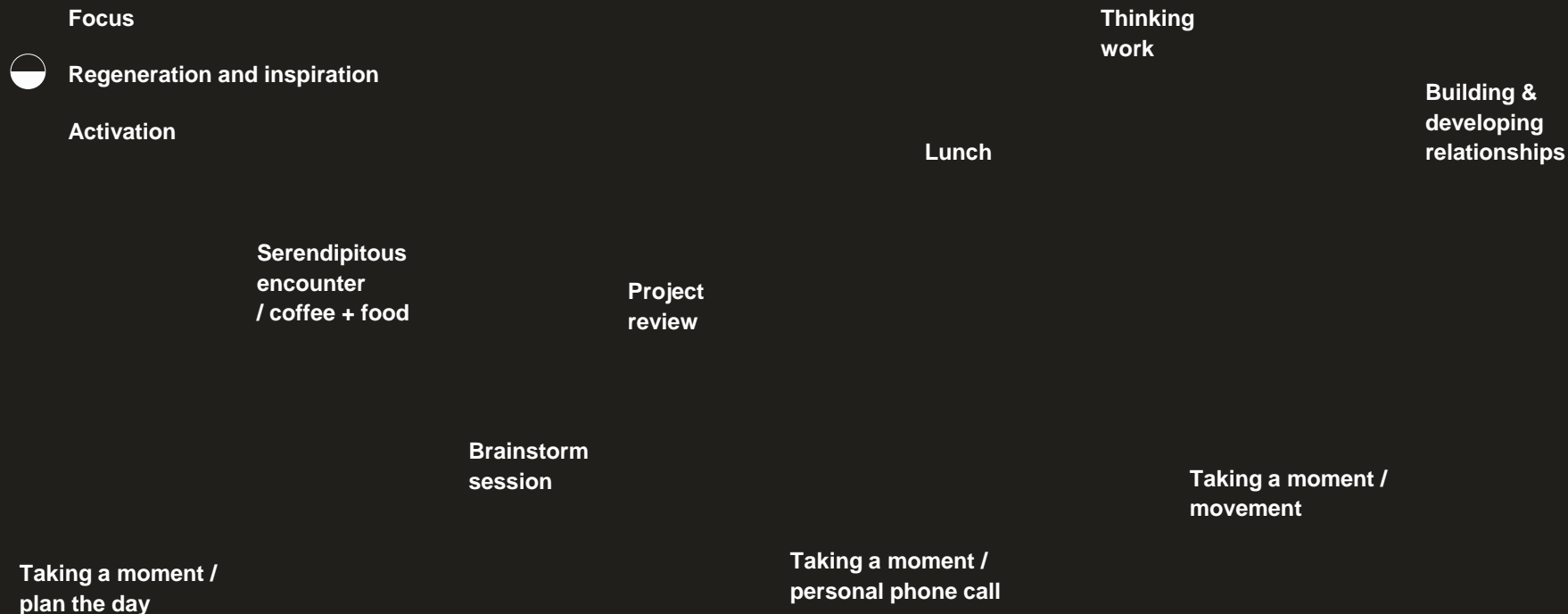
When we need to boost our attention, movement pumps oxygen and fresh blood through our brain and triggers enhancing hormones.



Movement engages the brain.

RESPECTING BRAIN MODES

Respecting the rhythms of our brain



Design to support attention

**No single solution
for everyone, all the time**

Ecosystem

**of interconnected and
interdependent spaces
that support the physical,
cognitive and emotional
needs of people.**

Choice + Control

DESIGN TO SUPPORT ATTENTION

Palette of place

Posture

DESIGN TO SUPPORT ATTENTION

Palette of place

Posture

Presence

DESIGN TO SUPPORT ATTENTION

Palette of place

Posture

Presence

Privacy

Thoughtstarters

THOUGHTSTARTERS

Focus



THOUGHTSTARTERS

Focus



THOUGHTSTARTERS

Regeneration and inspiration



THOUGHTSTARTERS

Regeneration and inspiration



THOUGHTSTARTERS

Regeneration and inspiration



THOUGHTSTARTERS

Activation



THOUGHTSTARTERS

Activation

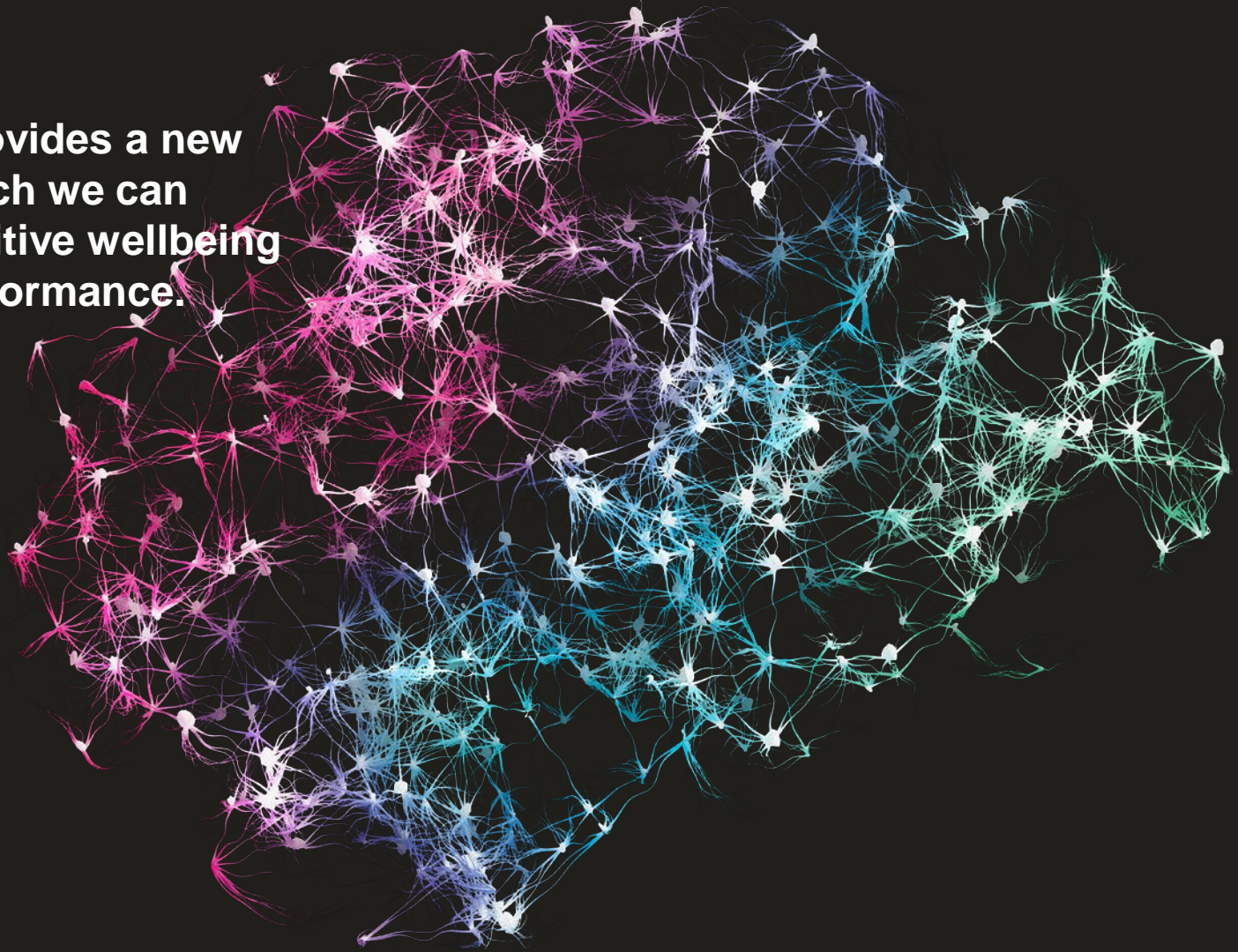


THOUGHTSTARTERS

Activation



**Neuroscience provides a new
lens through which we can
understand cognitive wellbeing
and optimize performance.**



Steelcase