

Multitasking: Myth, a Must, or Moronic?

Hello Subscriber,

I made a pledge to myself at the start of the year that in 2010 I would be more productive at work (and I'm pleased to say, I've made some great progress!). A current debate I am having with myself, and some of my working friends, is about the value, or otherwise, of multitasking.

Multitasking will go down in the annals of time as something women pride themselves on being world class at, whilst men still need to evolve the skills. I doubt the reality is that clear cut. I recently went flying with my neighbour, Kevyn – we hopped over to the Isle of Wight in his light aircraft. In my early twenties I used to fly with the University of London Air Squadron, and notched up 30 hours on Bulldogs. I was never a particularly accomplished pilot, and on this occasion I was in awe at Kevyn's ability to simultaneously maintain the correct height and speed; navigate the appropriate direction; communicate with air traffic control in a seemingly foreign language; and comfortably avoid two head-on microlights that appeared out of nowhere. Was he multitasking, or merely flying an aircraft?

The featured article this month explores the practice of multitasking in more depth. You can leave a comment when you've read it – and I'll be fascinated to know about your own experiences of multitasking.

With my very best wishes,
Helen



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Featured Article - Multitasking: Myth, a Must, or Moronic?

Picture the scene. It's 9.15am and you are 30 minutes into writing that complex report you need to finish by lunchtime. There are three other things you absolutely must complete this morning, one of which is to talk to your boss, who is travelling. Your phone rings, and the display indicates an international call. What do you do next? [Read more](#) ...



Helen Recommends

Your Brain at Work by David Rock.

It makes perfect sense to me that in order for me to use my body efficiently, I need to know something about the way it operates. For example, there is a right and a wrong way to lift a heavy box, based on the skeletal and muscular design of the human frame. What I had not given much thought to is that similar principles might apply to my brain.

This book offers brilliant insights on how our brains operate. It does what it says on the cover, and offers '*strategies for overcoming distraction, regaining focus, & working smarter all day long*'. Furthermore, it is delivered as a story, which appeals to our brains and the way they process information.

I love it, and I'm committed now to being a little kinder to my brain, in order to allow it to work more efficiently for me.

[Find out more ...](#)

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Concerns? Suggestions?

This is Brilliant - Palindrome of a Lost Generation

I'm grateful to my fab colleague, Margaret, for sharing this. A thought provoking and extremely clever double take on how our world could be for future generations. It's less than 2 minutes long, and I urge you to [take a look](#).



About Helen Krag

Helen is a trainer, facilitator, coach, speaker and consultant. She works primarily with talented women in business to help them:

- Fast-track their personal progress
- Step up to the next level
- Increase significantly their contribution in the workplace.

Helen has a healthy obsession with personal influence and is fascinated by how people influence positive change for themselves and others. Her **model for influence** charts the ways of thinking and being that make people influential. Using these distinctions, clients are able to develop more effective approaches for themselves, whilst remaining true to their own personal style.

[Find out more](#) about Helen and her work, or call her on +44 (0) 7802 796641.

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