MANAGING INFLUENCE

with Keynote Speaker Joshua M. Evans

1. How often do you check your social media accounts during the day?
(1 = Never, 10 = Constantly throughout the day)

2. When you have free time, how often do you instinctively reach for your phone?
(1 = Never, I focus on other things first, 10 = Always, it's my first reaction)

3. How anxious do you feel if you accidentally leave your phone at home?
(1 = Not at all, I enjoy the break, 10 = Extremely anxious, I feel lost without it)

4. How often do you check your phone during conversations with friends or family?
(1 = Never, I stay fully engaged, 10 = Constantly, I can't resist checking notifications)

5. How much time do you spend on social media daily?
(1 = Less than 10 minutes, 10 = More than 4 hours)

6. How often do you catch yourself mindlessly scrolling through social media?
(1 = Never, I only use it for specific purposes, 10 = Almost always, I lose track of time scrolling)

7. When working or studying, how often do notifications pull your attention away?
(1 = Never, I mute them and stay focused, 10 = Constantly, I stop whatever I'm doing to check them)

8. How do you feel after spending a long time on social media?
(1 = Refreshed and productive, 10 = Anxious, frustrated, or drained)

9. How often do unnecessary conversations or interactions disrupt your productivity?
(1 = Never, I set boundaries well, 10 = Constantly, I get pulled into side conversations all the time)

10. How strong is your urge to respond immediately to messages or notifications?
(1 = I can wait until it's convenient, 10 = I feel an overwhelming need to respond ASAP)

Scoring Interpretation:

- 10-30: Minimal distraction – You have strong focus and control over your time.
- 31-60: Moderate distraction – You get sidetracked sometimes but can refocus.
- 61-80: High distraction – Social media and interactions frequently steal your attention.
- 81-100: Extreme distraction – You might struggle with productivity due to constant digital and social interruptions.

five fascinating facts:
how easily people are influenced by distractions

1. The Average Person Checks Their Phone 96 Times a Day
That's about once every 10 minutes ! Studies show that even brief glances at notifications can break focus and make it harder to regain deep concentration .

2. It Takes 23 Minutes to Refocus After a Distraction
Every time you check a message, scroll social media, or get interrupted, it takes an average of 23 minutes and 15 seconds to fully get back on track. That's a huge productivity killer !

3. Social Media Triggers the Same Brain Response as Gambling
Platforms like Instagram and TikTok are designed to give dopamine hits —the same neurotransmitter involved in addiction. This is why people often lose track of time when scrolling.

4. Multitasking Lowers IQ and Productivity
Research from the University of London found that people who constantly switch between tasks experience a temporary IQ drop of 15 points , similar to the effect of staying up all night !

5. Even Having Your Phone Nearby Reduces Focus
A study from the University of Texas found that people who had their phones on the table or even in their pocket performed worse on cognitive tasks than those who left their phones in another room—even if they didn't use them!

Distractions are more powerful than we realize!

five exercises and challenges:
limit distractions and regain control over your focus

1. The 30-Minute Phone-Free Challenge

👉 Goal: Go 30 minutes without checking your phone, then gradually extend the time.

⏳ How to Do It:

- Set a timer for 30 minutes and place your phone in another room.
- Focus on work, reading, or a productive task.
- Increase the duration daily until you can go 2-3 hours without feeling the urge to check.

2. The "Single-Tasking" Experiment

👉 Goal: Train your brain to focus on one task at a time instead of multitasking.

🎯 How to Do It:

- Pick one task (writing, studying, cooking, etc.).
- Turn off all distractions (notifications, social media, unnecessary tabs).
- Work in 25- to 45-minute blocks with breaks in between.
- Track your efficiency before and after practicing single-tasking!

3. The "No Notification" Detox

👉 Goal: Reduce phone dependency by disabling non-essential notifications for 24 hours .

🔕 How to Do It:

- Turn off notifications for social media, emails, and messaging apps.
- Check them only at scheduled times (e.g., once every few hours).
- Notice how much more mental clarity you gain!

4. The "Out of Sight, Out of Mind" Test

👉 Goal: Remove visual temptations that trigger distractions.

👀 How to Do It:

- Keep your phone in a drawer or another room while working.
- Close unnecessary browser tabs.
- Try working in a distraction-free environment (library, coffee shop, or dedicated workspace).

5. The 7-Day Social Media Time Limit Challenge

👉 Goal: Cut down mindless scrolling by setting strict social media time limits for a week.

📉 How to Do It:

- Use app blockers (like Freedom or StayFocusd) to limit time on social media.
- Set a goal (e.g., less than 1 hour/day or only checking 2x daily).
- Track how you feel at the end of the week—less anxious? More productive?