

# Storyboard

**Course name:** Mastering Deep Work for Focus and Productivity


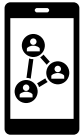

**Duration:** 15 minutes

## Course Description

In a world full of distractions, deep work is the key to higher-quality results in less time. This course will teach you how to minimize interruptions, strengthen focus, and create a distraction-free environment. Walk away with actionable strategies to boost productivity and improve efficiency.

Menu Title	Onscreen Media	Audio Narration
Welcome		Welcome to mastering deep work for focus and productivity!

Menu Title	Onscreen Media	Audio Narration
Course Objectives	<p>Welcome to mastering deep work!</p> <p>In this course you will...</p> <ol style="list-style-type: none"> <li>1. Understand what deep work is and why it matters.</li> <li>2. Identify distractions that hinder deep work.</li> <li>3. Apply quick strategies to improve focus and productivity.</li> </ol>	<p>In today's course you will...</p> <p>Understand what deep work is and why it matters. Identify distractions that hinder deep work. And apply quick strategies to improve focus and productivity.</p>
What is Deep Work?	<p>Focus without distraction on a cognitively demanding task</p>	<p>The principles in this course are based on the work of Cal Newport, the award-winning author of Deep Work.</p> <p>Deep work as defined by Cal Newport is focus without distraction on a cognitively demanding task.</p>
Deep Work vs. Shallow Work	<p>It's not just about managing your time – it's about attention.</p> <p><b>Deep Work</b></p> <ul style="list-style-type: none"> <li>• Professional activities</li> <li>• Free of distraction</li> <li>• Pushes your cognitive capabilities to their limit</li> <li>• Creates new value, improves your skill, and is hard to replicate</li> </ul>	<p>Now. let's go over the differences between deep and shallow work. Deep work includes Professional activities that are Free of distraction. It is something that pushes your cognitive capabilities to their limit, and it Creates new value, improves your skill, and is hard to replicate.</p>

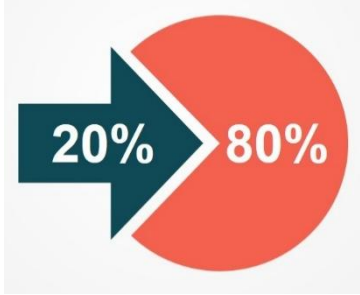
Menu Title	Onscreen Media	Audio Narration
	<p><b>Shallow Work</b></p> <ul style="list-style-type: none"> <li>• Logical task</li> <li>• Often while distracted</li> <li>• Barely taxes your cognitive limit</li> <li>• Does not create new value in the world and are easy to replicate</li> </ul>	<p>Shallow work includes work that is a logical task, often completed while distracted. It barely taxes your cognitive limit, does not create new value in the world, and is easy to replicate.</p>
<p>The Cost of Distraction</p>	<p>Did you know? The average worker is interrupted every 3 minutes and takes 23 minutes to refocus.</p> <p><b>The Power of Focus</b></p> <p>By focusing on a specific skill, you train your brain. This repetition triggers the formation of myelin, which strengthens your neural circuits. It's like going to the gym for your brain! Each period of deep work makes your focus stronger.</p> <div data-bbox="401 1052 884 1187">    </div>	<p>In today's society, we are constantly bombarded by distractions, such as social media, emails, and notifications. These distractions prevent us from fully immersing ourselves in our work and reaching a state of flow where we can produce our best work.</p>

Menu Title	Onscreen Media	Audio Narration
How Deep Work affects your brain	<p>By focusing on a specific skill, you're forcing the relevant circuit of your brain to fire again and again</p> <p>This repetition triggers cells to wrap layers of myelin around your neurons, effectively cementing that skill.</p> <p>Think of it as going to the gym for your brain. Each period of deep work makes your brain and focus stronger.</p>	To incorporate deep work into your life, it is important to understand how deep work affects your brain.
The Four Rules of Deep Work	<p><b>4 Key Principles for Mastering Deep Work:</b></p> <ol style="list-style-type: none"> <li>1. Work deeply</li> <li>2. Embrace boredom</li> <li>3. Quit social media</li> <li>4. Drain the shallows</li> </ol> <div> <span>1</span> <span>2</span> <span>3</span> <span>4</span> </div>	<p>So, let's go over the four principles of deep work to help.</p> <p>Click on each principle to learn more.</p>

Menu Title	Onscreen Media	Audio Narration
<b>Work deeply</b>	<p><i>Develop deep work habits by creating an environment conducive to focused, distraction-free work.</i></p> <p>Example: Bill Gates' think weeks Twice a year, Bill Gates isolates himself in a cabin with no distractions to read, think, and work on big ideas. The cabin environment was great because it was:</p> <ul style="list-style-type: none"> <li>• Free from meetings, emails, and calls</li> <li>• Quiet, with limited technology</li> <li>• Designed for intentional solitude</li> </ul>	
	<p>Example of a messy desk vs bill gate's cabin</p>	

Menu Title	Onscreen Media	Audio Narration
How to create a deep work environment	<ul style="list-style-type: none"> <li>- Block focused time on your calendar</li> <li>- Book a quiet space and dedicate it to deep work</li> <li>- Wear noise cancelling headphones</li> <li>- Limit digital distractions – hide your phone or turn off notifications</li> <li>- Communicate boundaries to coworkers or loved ones</li> <li>- Plan ahead for when and what you will do during these sessions</li> </ul>	
<b>Embrace boredom</b>	<p><i>We live in a world filled with distractions. It's hard to focus when your brain is conditioned to crave them. Build your focus by training your mind to handle boredom without distraction.</i></p> <ul style="list-style-type: none"> <li>• Schedule specific time when you will be distracted</li> <li>• Allow yourself to embrace boredom outside of that scheduled time</li> <li>• It's hard to jump into focus when your brain is used to distractions</li> </ul>	

Menu Title	Onscreen Media	Audio Narration
<b>Quit Social Media</b>	<p><i>Evaluate the true value of social media in your life and eliminate platforms that distract more than they benefit.</i></p> <ul style="list-style-type: none"> <li>• most social media platforms offer minimal benefits and instead consume valuable time and mental energy</li> <li>• evaluate whether the tools you use add significant value to your life or career</li> <li>• if not, quit or drastically reduce their use to free up time for more meaningful and focused work.</li> </ul>	
<b>Drain the Shallows</b>	<p><i>Minimize shallow work—tasks that are low-value, easily replicable, and don't require deep focus.</i></p> <ul style="list-style-type: none"> <li>• Schedule every minute: plan your day strategically, allocating time for deep work and limit shallow work</li> <li>• Distinguish your activities between deep and shallow work and aim to prioritize the most important activities</li> <li>• Say no to low-value commitments or negotiate limiting shallow activities with your boss</li> <li>• Become hard to reach – don't answer every email or text as they come; limit screen time</li> </ul>	

Menu Title	Onscreen Media	Audio Narration
<p>Tactic 1: 80/20 Rule</p>	<p><b>80/20 Rule</b>  <i>20% of your effort makes up 80% of your results.</i> Prioritize the most important tasks that will drive the biggest outcomes.</p> 	<p>Let's go over some tactics to support the deep work principles.</p> <p>Tactic number one is the eighty twenty rule. This states that 20 percent of your effort makes up 80 percent of your results.</p> <p>Prioritize the most important tasks that will drive the biggest outcomes.</p>
<p>Tactic 2: Track your progress</p>	<p><b>Use a Deep Work Log</b> to measure focus time each week (<i>Visual: Example of a deep work tracking sheet</i>)</p> <p>Doesn't need to be fancy. Jerry Seinfeld tracked his deep work by marking an X on a calendar for every day he wrote, aiming to keep his "X" streak going longer and longer.</p>	<p>Tactic number two is to track your progress.</p> <p>Use a deep work log to measure focus time each week. It doesn't need to be fancy. Jerry Seinfeld tracked his deep work by marking an X on a calendar for every day he wrote, aiming to keep his "X" streak going longer and longer.</p>



Menu Title	Onscreen Media	Audio Narration
Tactic 3: Avoid attention residue	<p><b><i>Avoid Attention Residue</i></b></p> <p>Try structuring your day with focused time blocks, dedicating each block to a single task without multitasking or switching quickly between activities. When you leave a task unfinished and jump to another, part of your attention stays stuck on the first one, making it harder to concentrate.</p>	<p>Tactic number three is to avoid attention residue.</p> <p>Try structuring your day with focused time blocks, dedicating each block to a single task without multitasking or switching quickly between activities. When you leave a task unfinished and jump to another, part of your attention stays stuck on the first one, making it harder to concentrate.</p>
Your Deep Work Action Plan	<ol style="list-style-type: none"> <li>1. <b>Identify your deep work tasks</b> – List the high-value tasks that require full concentration.</li> <li>2. <b>Schedule deep work blocks</b> – Set specific times in your day for deep, uninterrupted work.</li> <li>3. <b>Remove distractions</b> – Turn off notifications, set boundaries, and optimize your environment.</li> <li>4. <b>Track progress</b> – Use a deep work log or habit tracker to measure improvement.</li> </ol>	<p>Now it's time to put what you've learned into action.</p> <p>First, identify your deep work tasks. List the high-value tasks that require full concentration.</p> <p>Next, schedule deep work blocks. Set specific times in your day for deep, uninterrupted work.</p> <p>Then, remove distractions. Turn off notifications, set boundaries, and optimize your environment.</p> <p>And finally, track your progress. Use a deep work log or habit tracker to measure improvement.</p>

Menu Title	Onscreen Media	Audio Narration
Course Wrap-Up & Key Takeaways	<p><b>Deep vs. Shallow Work</b> – Deep work is rare, valuable, and distraction-free, while shallow work is low-value and easy to replicate.</p> <p><b>Focus is a Superpower</b> – The ability to concentrate deeply gives a competitive edge.</p> <p><b>Train Your Attention</b> – Avoid multitasking, schedule deep work, and practice focus.</p> <p><b>Limit Distractions</b> – Reduce social media and unnecessary digital noise.</p> <p><b>Measure Productivity, Not Busyness</b> – Focus on meaningful output rather than how many hours you work or how many tasks you check off.</p>	<p>Finally, here are key takeaways for deep work:</p> <p>Deep work is rare, valuable, and distraction-free, while shallow work is low-value and easy to replicate.</p> <p>Focus is a superpower – The ability to concentrate deeply gives a competitive edge.</p> <p>Train your attention – Avoid multitasking, schedule deep work, and practice focus.</p> <p>Limit distractions – Reduce social media and unnecessary digital noise.</p> <p>Measure productivity, not busyness – Focus on meaningful output rather than how many hours you work or how many tasks you check off.</p>