



Driven to Distraction at Work: How to Focus and Be More Productive

By Ned Hallowell

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Are you driven to distraction at work?

Bestselling author Edward M. Hallowell, MD, the world's leading expert on ADD and ADHD, has set his sights on a new goal: helping people feel more in control and productive at work.

You know the feeling: you can't focus; you feel increasingly overwhelmed by a mix of nonstop demands and technology that seems to be moving at the speed of light; and you're frustrated just trying to get everything done well—and on time. Not only is this taking a toll on performance, it's impacting your sense of well-being outside the office. It's time to reclaim control.

Dr. Hallowell now identifies the underlying reasons why people lose their ability to focus at work. He explains why commonly offered solutions like "learn to manage your time better" or "make a to-do list" don't work because they ignore the deeper issues that are the true causes of mental distraction. Based on his years of helping clients develop constructive ways to deal with distraction, Dr. Hallowell provides a set of practical and reliable techniques to show how to sustain a productive mental state.

In Part 1 of the book, he identifies the six most common ways people lose the ability to focus at work—what he calls "screen sucking" (internet/social media addiction), multitasking, idea hopping (never finishing what you start), worrying, playing the hero, and dropping the ball—and he explains the underlying psychological and emotional dynamics driving each behavior.

Part 2 of the book provides advice for "training" your attention overall, so that you are less susceptible to surrendering it, in any situation. The result is a book that will empower you to combat each one of these common syndromes—and clear a path for you to achieve your highest personal and professional goals.

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Editorial Review

Review

“Why do so many people have trouble focusing on the job in hand? This ADD guru tackles the problem of attention deficit in the workplace with tips on braking the habits that undermine effectiveness.” — ***Qantas The Australian Way***

“a practical, encouraging guide.” — **Booklist**

“This book deals with a topic of pressing concern for most of us, offering clarity, wisdom and plenty of ideas for getting out of the maelstrom. Each section is built around stories from Dr. Hallowell’s practice that seem taken from the people around us, making it all the more compelling.” — **Harvey Schachter, The Globe & Mail**

“When it comes to distraction, Hallowell knows his business.” — **HR Professional magazine**

Many workers will recognize themselves in Hallowell’s descriptions and will be game to try his solutions.” — **BizEd magazine**

“Hallowell has sensible advice, and infuses his narrative style with deep knowledge and medical rigour.” — **The Chartered Institute of Personnel and Development**

“... the book provides an easy-to-follow recipe for teaching yourself to focus in the midst of the workplace chaos.” — **Inc.com**

ADVANCE PRAISE for *Driven to Distraction at Work*:

Jeffrey F. Rayport, faculty, Harvard Business School; strategic adviser; and investor—
“*Driven to Distraction at Work* is an essential survival guide to life in the modern world.”

Larry Weber, Chairman and CEO, Racepoint Global; founder, Weber Shandwick; and bestselling author, *Marketing to the Social Web*—

“Dr. Hallowell’s stunning new book takes the maze of distraction at work away forever!”

Dan L. Monroe, Rose-Marie and Eijk van Otterloo Executive Director and CEO, Peabody Essex Museum—

“If you feel like you never have time to do the things you want or, for that matter, to even *think* about the things you might want—get this book.”

Marie Brenner, author, *Apples and Oranges*; writer-at-large, *Vanity Fair*—

“A must-read for any and all of us who cherish our ability to connect deeply with others as well as to think.”

Ellen Miley Perry, author, *A Wealth of Possibilities*; founder, Wealthbridge Partners—

“This book provides explanations, antidotes, and solutions so important that it should be required reading for everyone.”

Suzy Welch, New York Times bestselling author, 10-10-10: A Life-Transforming Idea—

“Read this book and regain the focus you’ve inadvertently given away.”

Tim Armstrong, Chairman and CEO, AOL—

“Productivity is the long-term strategic advantage in today’s world, and Dr. Hallowell clearly defines the road map to that advantage—getting things done.”

About the Author

EDWARD M. HALLOWELL, MD, runs the Hallowell Centers in Sudbury, Massachusetts, New York City, and San Francisco, all specializing in training attention in people of all ages. He lives in the Boston area with his wife, Sue. Visit his website at drhallowell.com.

Users Review

From reader reviews:

Brenda Gregg:

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