



BY PHIL COOKE

## BE HONEST: ARE YOU ADDICTED TO BEING ONLINE?

The American Psychiatric Association is focusing more and more attention to our online behaviour – some might say “addiction.” For instance, they’ve officially recommended “Internet-use Gaming Disorder” for further study. I’m a contributor to Fast Company magazine, and they recently did a reader poll and discovered that 47.5% of their readers admitted to feeling addicted to the Internet.

Perhaps a more revealing look at people’s behaviour is the question of **what people are willing to give up to spend more time online:**

- 70% are willing to give up sleep
- 68% are willing to give up going to the bathroom
- 40% are willing to give up time with friends
- 37% are willing to give up time with their significant other
- 31% are willing to give up time with parents or siblings
- 28% are willing to give up meals
- 12% are willing to give up time with children

I’m reminded by Luke 12:34: “Where your treasure is, there your heart will be also.” People’s hearts are always revealed by how they prioritize their time. How about you? What are you willing to give up in order to spend more time online? ➤

## ARE CREATIVE PEOPLE MORE EASILY DISTRACTED THAN EVERYONE ELSE?

Over the last year, more and more books are being published that deal with how creative people handle the distractions of modern living in a hi-tech age. Maria Popova over at Brain Pickings recently reviewed the book *“The Creative Brain: The Science of Genius”* by neuroscientist Nancy Andreasen. Toward the end of the review she mentions the relationship between creative people and distraction: “Creative people, Andreasen notes, can be more easily overwhelmed by stimuli and become distracted. Some of the writers in her study, upon realizing they had a tendency to be too sociable, employed various strategies for keeping themselves isolated from human contact for sizable stretches of time in order to create. (Victor Hugo famously locked away all his clothes to avoid the temptation of going out while completing *The Hunchback of Notre Dame* in 1830, which he wrote at his desk wearing nothing but a large gray shawl.) And yet for all its capacity to overwhelm, the creative mind remains above all a spectacular blessing:

Our ability to use our brains to get “outside” our relatively limited personal perspectives and circumstances, and to see something other than the “objective” world, is a powerful gift. Many people fail to realize that they even have this gift, and most who do rarely use it.”

**There you have it. A neuroscientist confirming that creative people struggle with distraction more than others.** As a result, the most successful have created routines and strategies for channelling their distraction into a positive purpose. If you’re checking your Twitter feed while reading this, you may be exactly the type of person we’re talking about.

**In fact, I would go so far as to say it’s not the most talented or gifted creatives who achieve success, it’s the ones who’ve created a disciplined routine for getting things done.** What about you? What’s the routine that holds back the tsunami of daily distraction and allows you to constructively create? ➤





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**W**e all want to get advice, pitch our ideas, ask for a job, or otherwise meet someone we admire. But chances are, that person is out of your orbit. So what are the secrets to scoring that important meeting? While everyone is different, and there are no guarantees, here are five techniques that should help you make the connections you need:

### 1. **Make your network work for you**

Remember the "6 degrees of separation" idea? People you want to meet are often closer than you think. At least once a week, make a few calls around your personal network and inquire about people you should meet. Have them make suggestions and ask if they'll arrange the meeting. You'll be surprised how fast your personal relationships will grow and eventually include the people you want to meet. Plus, a personal recommendation is always a great way to connect.

### 2. **Have something to offer**

Successful people get asked for hundreds of meetings, so you need to stand out. Stop thinking about you and start thinking about them. What can I do for them? What could I bring to the table? Come up with a reason he or she would benefit by meeting you. (And your sparkling personality shouldn't be the only answer.)

### 3. **Show them some love**

Do they have a blog or social media presence? Respond to their social media posts in a thoughtful way. Comment on their blog. The simple truth is, I'm far more likely to take a meeting with someone who's an active part of my blog community and who I know is in sync with my thinking. Do they have a favourite charity? Donate. Show up at some of their charity events. Let them know you have similar ideas, values, and priorities.

### 4. **Keep it short**

Dr Larry Poland has been working as a spiritual advisor in the entertainment industry for decades, and as a result has strong personal relationships with men and women at the very top of the industry. One of the biggest reasons for his success is simple. The first time, he only asks for a 10 minute meeting. After all, who can't spare a mere 10 minutes? And once he gets in the door, no matter how well the meeting is going he always finishes in 10 minutes. That tells the leader Larry respects his time, and guess what? He almost always gets invited back.

### 5. **Finally, let that person know what you want**

You won't believe how many people call my office for an appointment, and when my assistant asks what they'd like to meet with me about, they refuse to say. Trust me, if you won't share the purpose of the meeting to my assistant, you won't get in – period. Obviously, once they know the reason for the meeting some won't be interested. But I can guarantee you, finding out on the phone is far better than getting in the door and finding out face to face. You can be sure they'll never have you back because you've wasted their time – and time is one of their most valuable assets.

Scoring that important meeting isn't impossible, but it does take a little strategy. Focus on these five keys for your next attempt, and let me know if it helps. 📌