

## The Myth of Multitasking

How to Find Focus in a Distracted World

In an era of 24/7 connectedness and 'nose to the grind-stone' ideologies, multitasking has become something of a workplace badge of honour. In fact, it's often heralded as a 'work skill' in interviews and on resumes. But is it really?

These days the overwhelm of technology and lack of boundaries between work and the rest of life mean that multitasking feels more like a necessity than a choice. *How else will I get it all done?* The truth is that multitasking doesn't make us more productive; in fact, the exact opposite is true.

In this eye-opening session, you will:

- Explore the signs of 'auto-pilot living', why it happens, and how to get off it.
- Look at how multitasking impacts productivity, what's happening in your brain when you take on too much, and how it hinders learning and memory.
- Discuss simple strategies for being more mindful and focused when it matters most.

With the pace of life ramping up, and hours in the day slipping away, focus and mindfulness matter now more than ever. This session will show you the

# Michelle Cederberg

speaker • coach • consultant



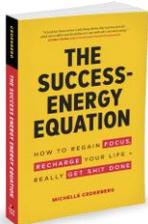
For over 17 years, Certified Speaking Professional Michelle Cederberg has captivated audiences across North America with her empowering and humorous messages about how to set worthwhile goals, get energized for success, and live a bigger life.

An in-demand speaker, author, coach and consultant, she believes that personal and professional success is directly influenced by how well we harness the physical, mental and emotional capacity we each have within us. She helps people boost that capacity, so they gain clarity, build confidence, and get the discipline to create the life and career they want.

She holds a Masters in Kinesiology, a BA in Psychology, a specialization in Health and Exercise Psychology, is a Certified Exercise Physiologist, a Certified Professional Co-Active Life Coach, and an ORSC-Trained Team Coach. She truly combines mind, body and practicality to empower change.

Michelle is the author of three books. Her new book *The Success-Energy Equation*, debuted as a bestseller in October 2020.

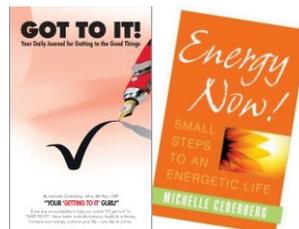
## Michelle's Books



### NEW BOOK ALERT

**The Success-Energy Equation:** How to Regain Focus, Recharge Your Life, and Really Get Sh!t Done

[successenergybook.com](http://successenergybook.com)



Michelle's **GOT TO IT Journal**, and **Energy Now!** are both available at Michelle's sessions or on-line at:

[michellecederberg.com](http://michellecederberg.com)

To learn about coaching, read Michelle's blog, or book her to speak visit [michellecederberg.com](http://michellecederberg.com)

**It's Your Life. Dare to Live It Big.**