

How to Focus in a Noisy and Distracted World

In today's world, it's more difficult than ever to focus. We're constantly bombarded with distractions from our phones, our computers, and our social media feeds. But what if there was a way to train our brains to focus better?



FOCUS: How to Focus in a Noisy and Distracted World

by Kip Koehler

★★★★★ 5 out of 5

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In his book, *How to Focus in a Noisy and Distracted World*, Dr. Michael Merzenich reveals the science behind focus and offers practical tips for training your brain to stay focused in even the most challenging environments.

The Science of Focus

Focus is the ability to direct your attention to a specific task or object. It's a complex process that involves several different brain regions. When you focus, your brain filters out distractions and directs your attention to the

task at hand. This process requires a lot of energy, which is why it's so difficult to focus for long periods of time.

There are two main types of focus: sustained attention and selective attention. Sustained attention is the ability to focus on a task for a long period of time. Selective attention is the ability to focus on a specific object or task while ignoring distractions.

How to Train Your Brain to Focus

There are a number of things you can do to train your brain to focus better. Here are a few tips:

- **Start small.** Don't try to focus for hours on end right away. Start with short periods of time, such as 5 or 10 minutes. As you get better at focusing, you can gradually increase the amount of time you spend focusing.
- **Find a quiet place.** Distractions can make it difficult to focus. If possible, find a quiet place to work or study. If you can't find a quiet place, try using noise-canceling headphones or earplugs.
- **Eliminate distractions.** Once you've found a quiet place, eliminate any distractions. This means turning off your phone, closing your email, and putting away any other items that could distract you.
- **Set goals.** Before you start focusing, set a goal for what you want to accomplish. This will help you stay focused on the task at hand.
- **Take breaks.** It's important to take breaks when you're focusing. Get up and move around every 20-30 minutes. This will help to keep your mind fresh and focused.

Focusing in a noisy and distracted world is a challenge, but it's not impossible. By following the tips in this article, you can train your brain to focus better and stay productive even in the most challenging environments.

If you're looking for more information on how to focus, I encourage you to read Dr. Merzenich's book, *How to Focus in a Noisy and Distracted World*. This book is full of practical tips and exercises that can help you improve your focus and productivity.



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