

FOCUS VS. NOISE

*How to lead
with clarity in a
distracted world*



CHAOS IS THE NEW CONSTANT

*We lose both time
and energy to **mental
clutter, stress, and
lack of direction.***⁴

In order to thrive, companies and leaders should place emphasis on their **purpose and values.**¹ While the world changes, our values can serve as a compass needle, pointing in the right direction.



*The average
person spends
over **2.5 hours**²
a day on social
media.*

Reclaim attention with:³

- Phone-free rituals (mornings or deep work time)
- App blockers & screen limits
- Micro-boundaries (e.g., “no-scroll” zones)

How can
you recenter
yourself?⁴

Breathe

Ground yourself
in the moment

Prioritize

Focus on what
only you can do

Time block

Create “focus
zones” in your day



*Focus isn't about ignoring
the noise - it's about
choosing what matters
most. Leaders who build
clarity, capacity, and
compassion help others
do the same.*⁵

References

1. [Leading a Company that can Thrive in a Chaotic World, HBR 2024](#)
2. [6 consumer trends to watch in 2025, GWI 2025](#)
3. [How to Stop Scrolling and Focus at Work, HBR 2023](#)
4. [What to Do When You're Feeling Distracted at Work, HBR 2017](#)
5. [Supporting Your Team When the News is Terrible. HBR 2022](#)