

Every 3-12 minutes.
50% from yourself.
50% from others.

What is distraction?

Distraction:

**An activity that prevents you
from reaching a goal.**

No goal,
no distraction.

ABCs of Distraction

A is for Avoidance

B is for Boredom

C is for Completion

Avoidance
Boredom
Completion

Distraction is not bad.

Too much distraction is bad.

How do you fight distraction?

Make distractions,
more difficult,
or less interesting.

Encourage good distraction.



Obtract

Three Features:

1. Track

2. Intervene

3. Share

Demo

1. Track

2. Intervene

3. Share



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