



INSTITUTE OF DIRECTORS  
IN IRELAND



M A Z A R S

# Working Smarter in an Always Connected World

Breakfast & Evening Briefing Series  
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**Working Smarter in an  
Always Connected World**

Dear All,

Thank you again for attending UnPlug's session as part of the Institute of Director's Evening Briefing Series.

Enclosed you will find a summary of the presentation.

To learn more about us and what we do in UnPlug, you can visit; <http://www.unplughq.com>.

If we can help you in developing positive tech habits or your digital culture, please do reach out anytime.

Best Wishes,  
Aidan Healy

E: [aidan@unplughq.com](mailto:aidan@unplughq.com)  
T: +353 1 485 2923

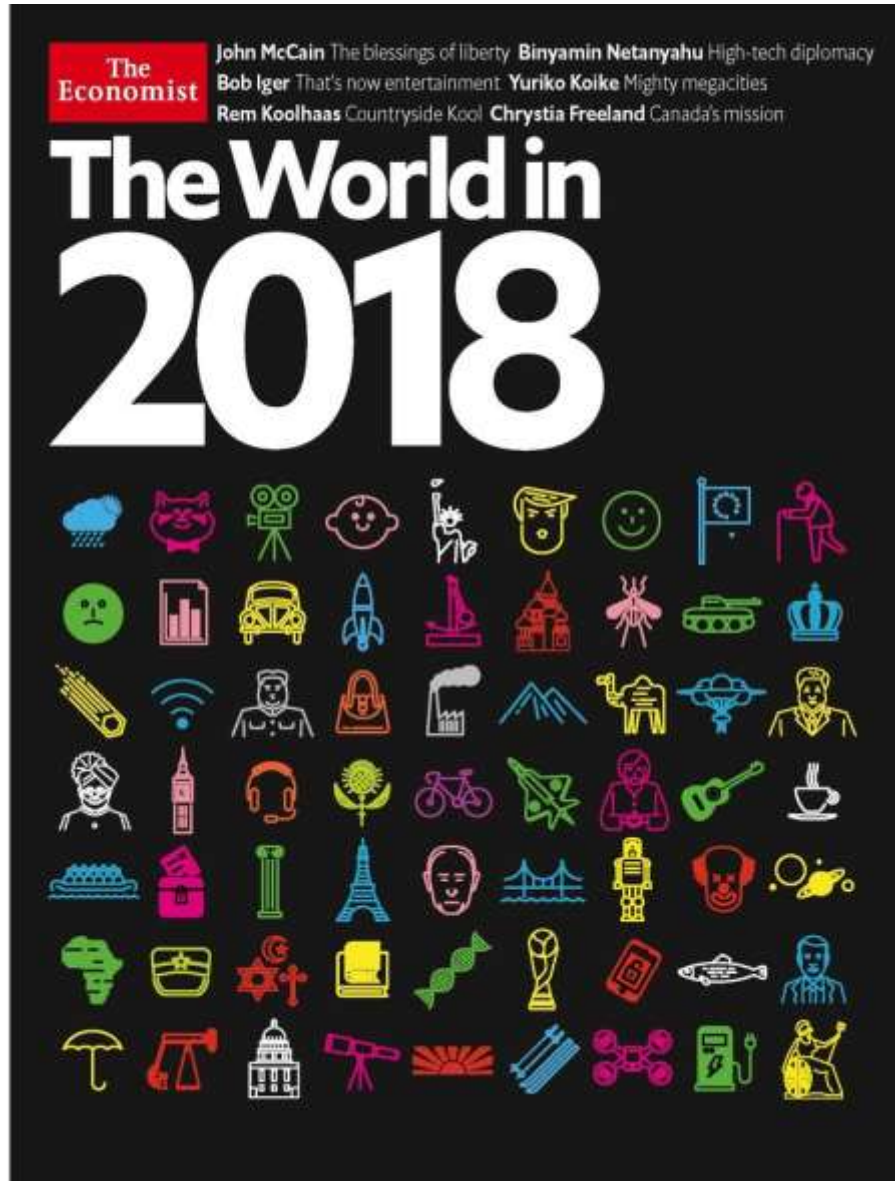
# Global Smartphone Sales

**2007  
120 Million**



**2017  
1.7 Billion**





“The year of the  
techlash....”



**“Modern workers have an abundance of technology at their fingertips.**

**But this availability doesn’t necessarily translate into impact.”**



**Digital Culture:  
Your Competitive Advantage, 2018.**



**Deloitte.**



Mobile Consumer Survey 2018:  
The Irish Cut

**56%**

of people think they use their  
smartphone too much

**26%**

of employees use their smartphone for work  
activities often or very often for work outside of  
normal working hours.

**55**

Average number of checks per day



7pm



“Maybe it’s not urgent, but I’m I am going to check it off my to do list.....”



“I’m up for promotion next year.....”



“Wait, I’m also up for promotion!”



“Conversations are being had without my input...”



“To be successful here,  
I need to be always connected”

# CIPD

## Health and Well-being at Work Survey 2018

Positive

74%



Enables flexible  
working

Negative

87%



Inability to switch  
off out of work hours



**Rentokil  
Initial**

Ordered to pay €60,000 by French Supreme Court for breaching employee's 'right to disconnect' from work

August 2018

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**workplace  
relations**

**KEPAK**

€7,500 awarded for breaches of the Organisation of Working Time Act having to deal with late night emails

July 2018



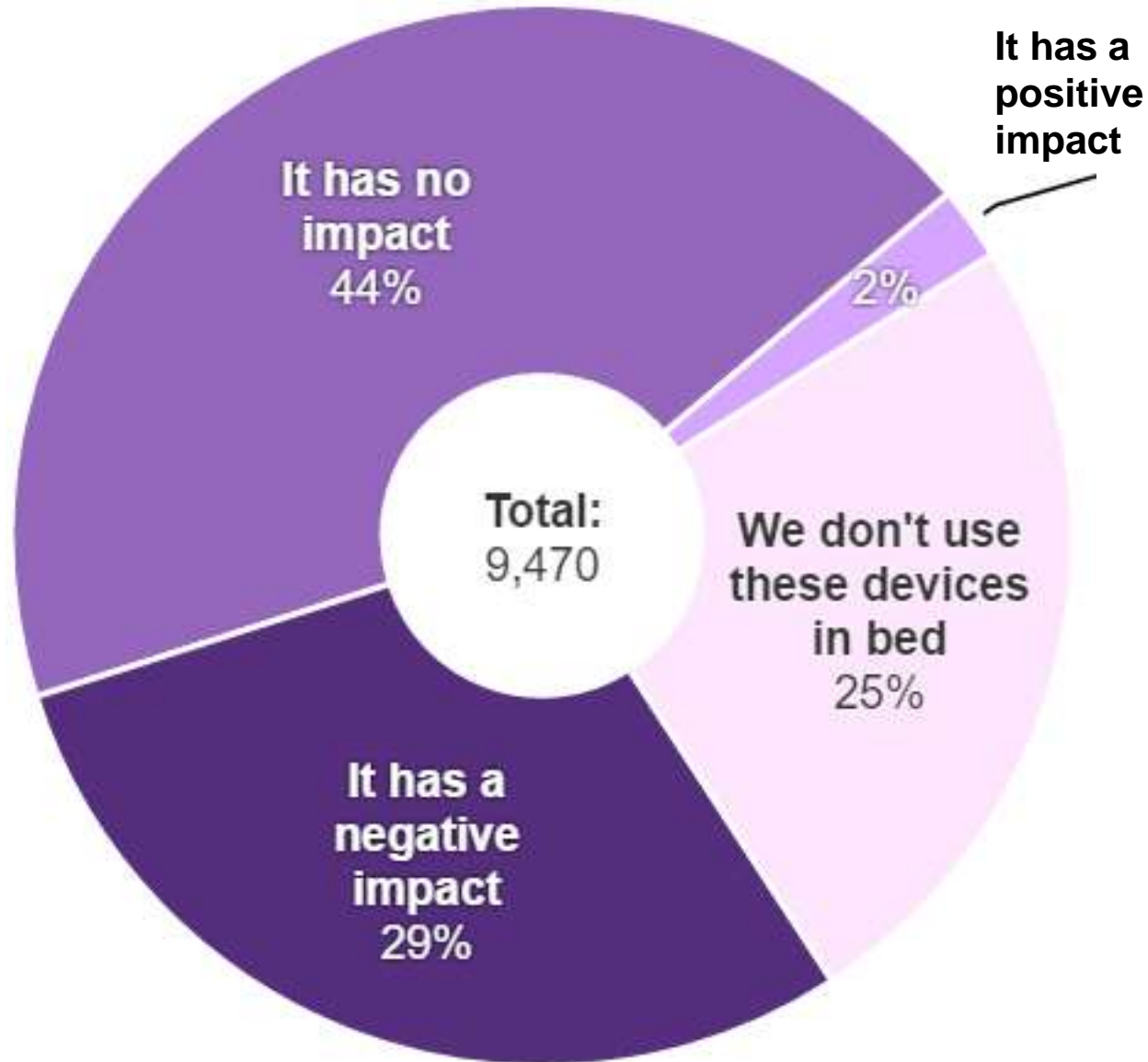
”

**One in five  
couples that  
present for  
counselling”**

**Accord Marriage Counselling**  
*2016 Annual Report*



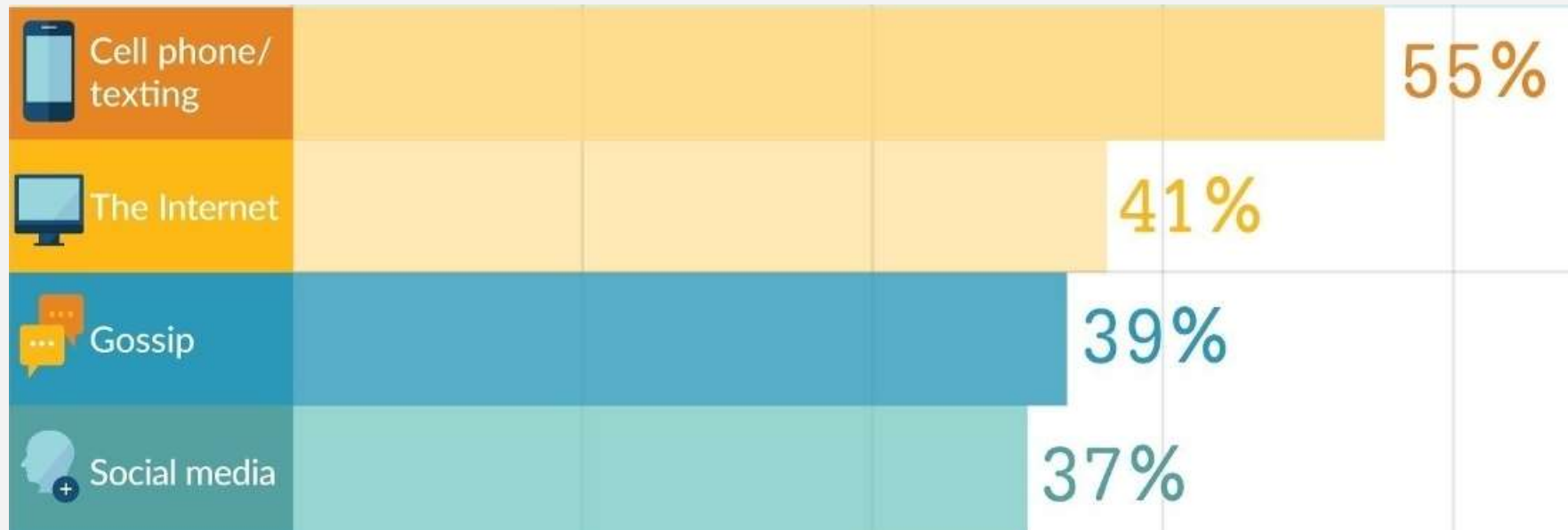
# Does technology get in the way of **SEX?**



Let's Talk About Sex  
*The Irish Times, 2015*

**THE  
IRISH  
TIMES**

# Wondering What Workers Are 🕒 Wasting TIME On at Work? 🕒





**Task A**

**Interruption**

**Task A**

**Task A**

**Interruption**

**Task A**

**Interruption**



HBX.ORG

# Harvard Business Review



JANUARY-FEBRUARY 2016

44 **The Big Idea**  
Embracing Complexity  
Martin Reeves et al.

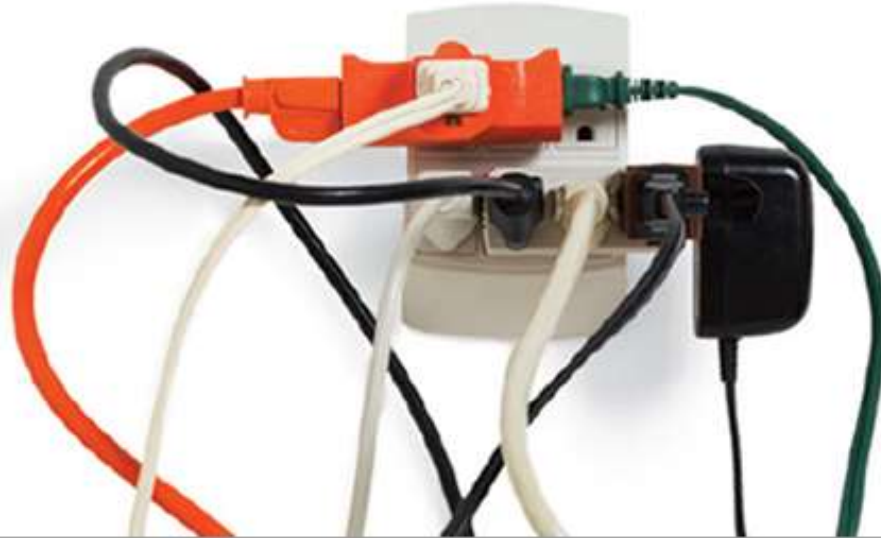
104 **Leadership**  
Secrets of  
Superbosses  
Sydney Finkelstein

94 **Technology**  
The Care and Feeding  
of Algorithms  
Michael Luca et al.

## COLLABORATIVE OVERLOAD

YOUR MOST HELPFUL EMPLOYEES ARE  
BURNING OUT. HERE'S WHAT TO DO ABOUT IT.

**PAGE 57**







## SHALLOW WORK

Tasks performed while distracted, which do not demand a high degree of mental focus and add little value.

## DEEP WORK

Pushing your mental abilities to full limit by focussing completely on cognitively demanding task.

# Habits



Get **better**  
**work done**  
in less time

Improve  
**Work / Life**  
**Boundaries**

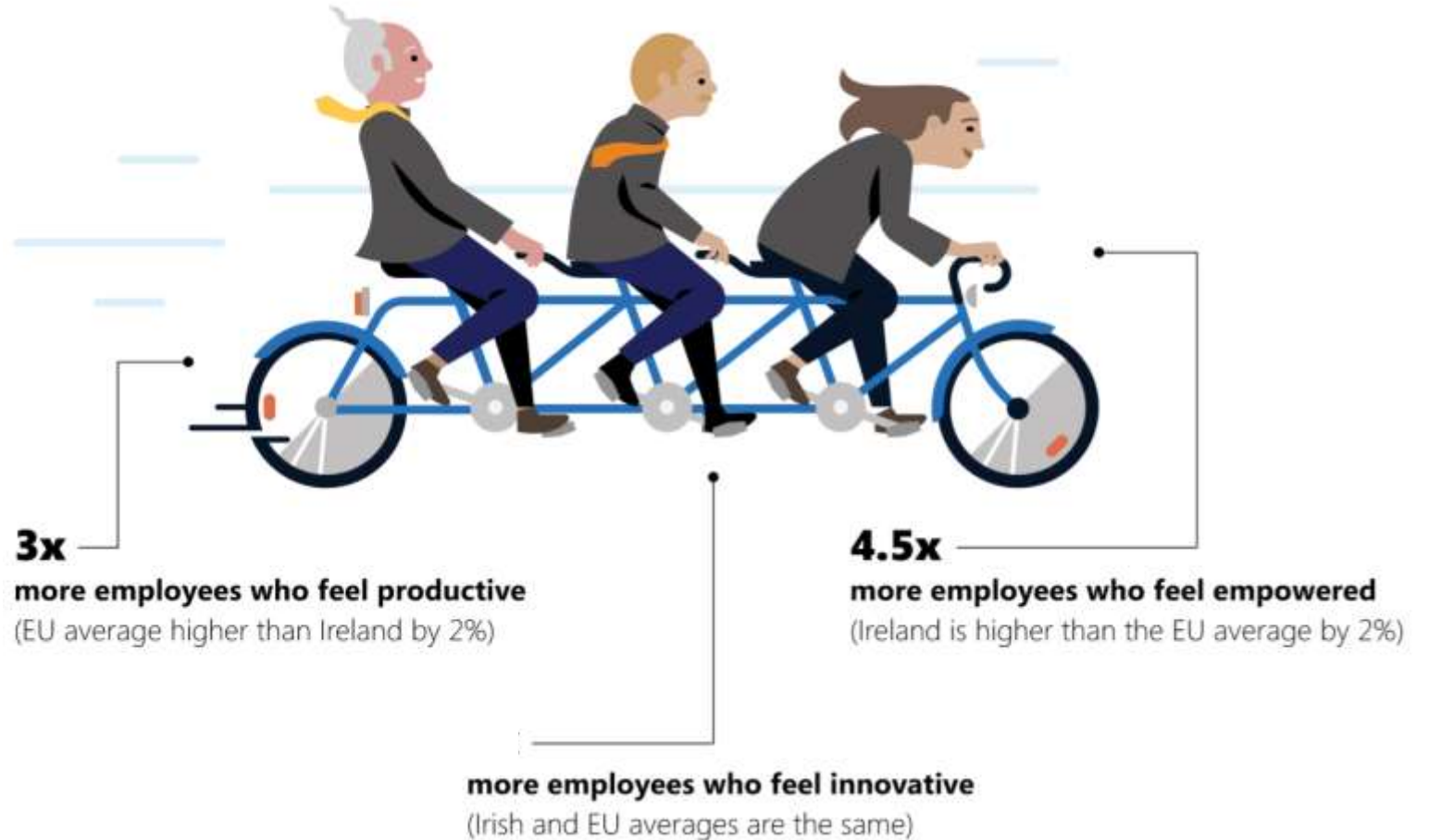
Have **more**  
**presence** in  
relationships

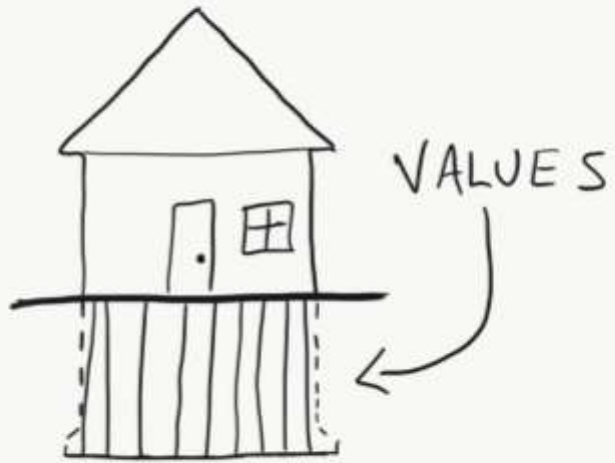
“

You not only need modern technology, you also need a **strong digital culture”**



Digital Culture: Your Competitive Advantage





- When do we expect a response time from an email?
- How much time a day should I spend on social media?
- Is it rude to be on your phone during a team meeting?

1

## Understand Triggers



# Pavlovian Conditioning

Before Conditioning



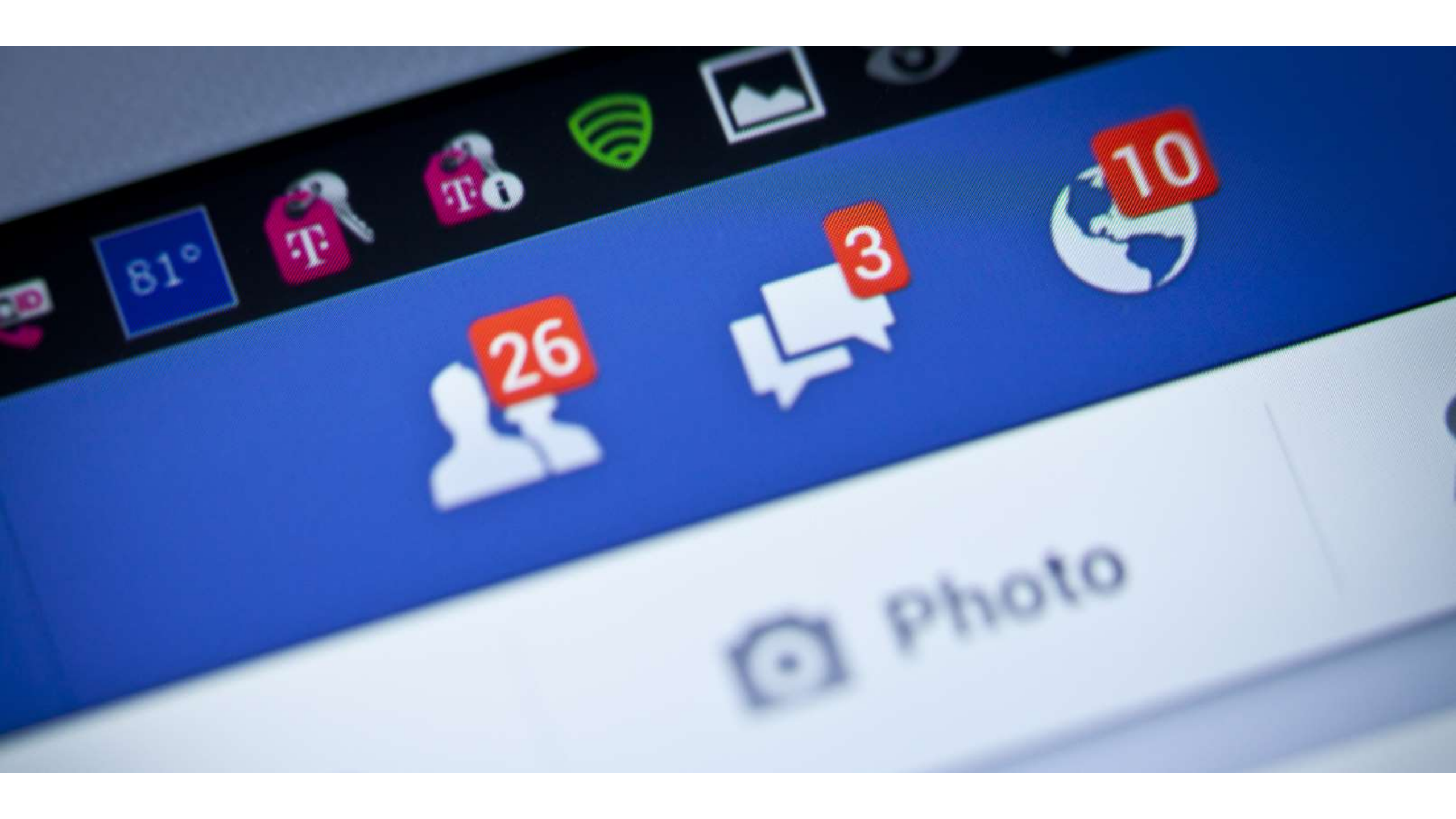
During Conditioning

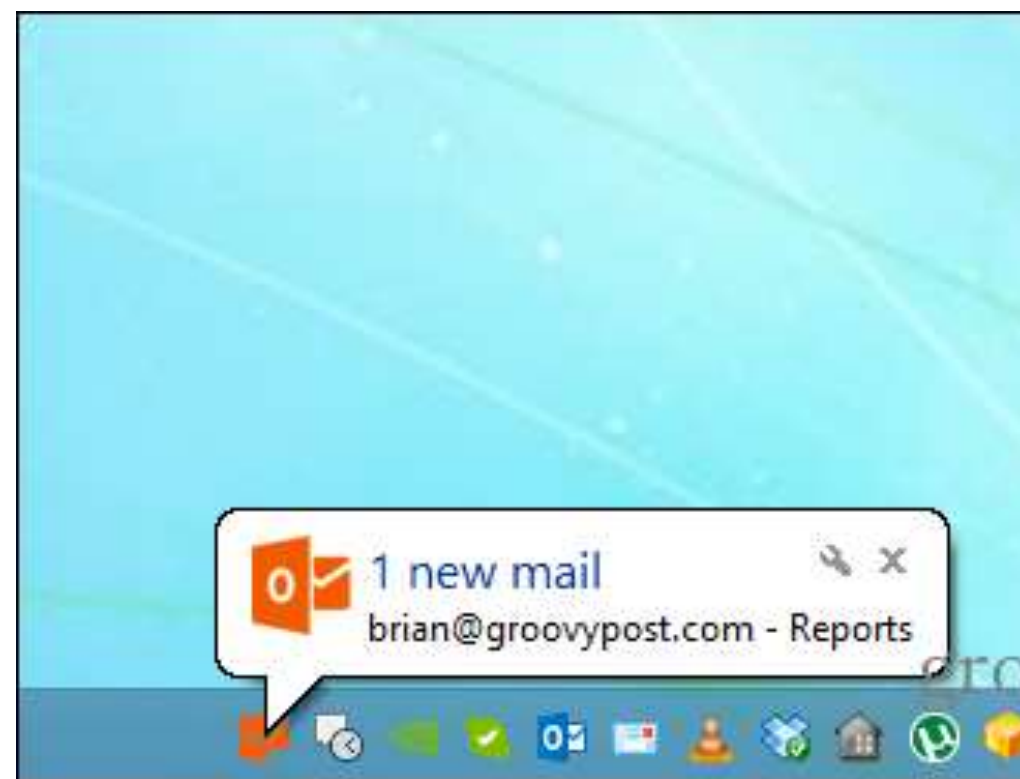


After Conditioning



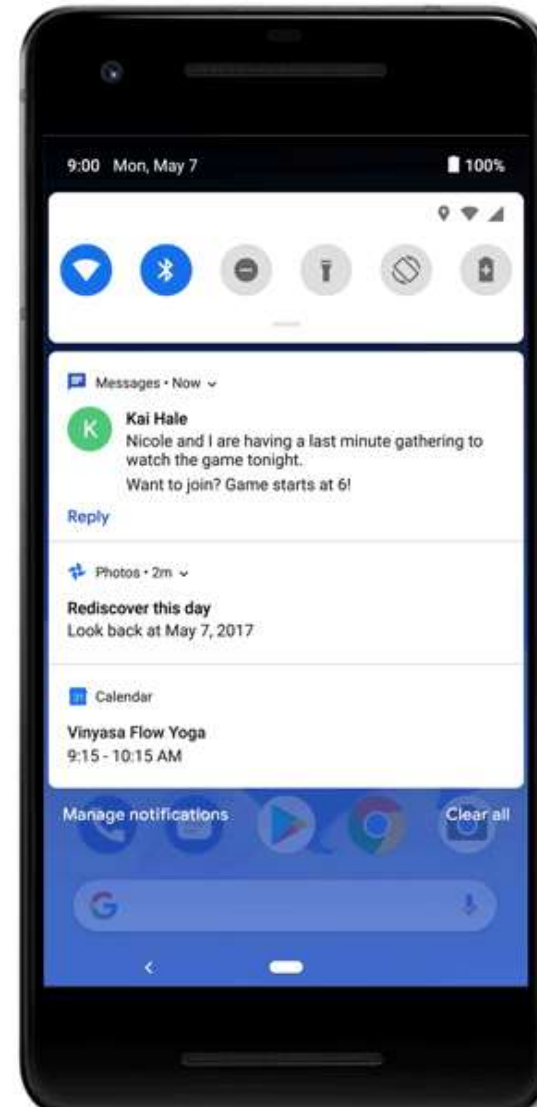
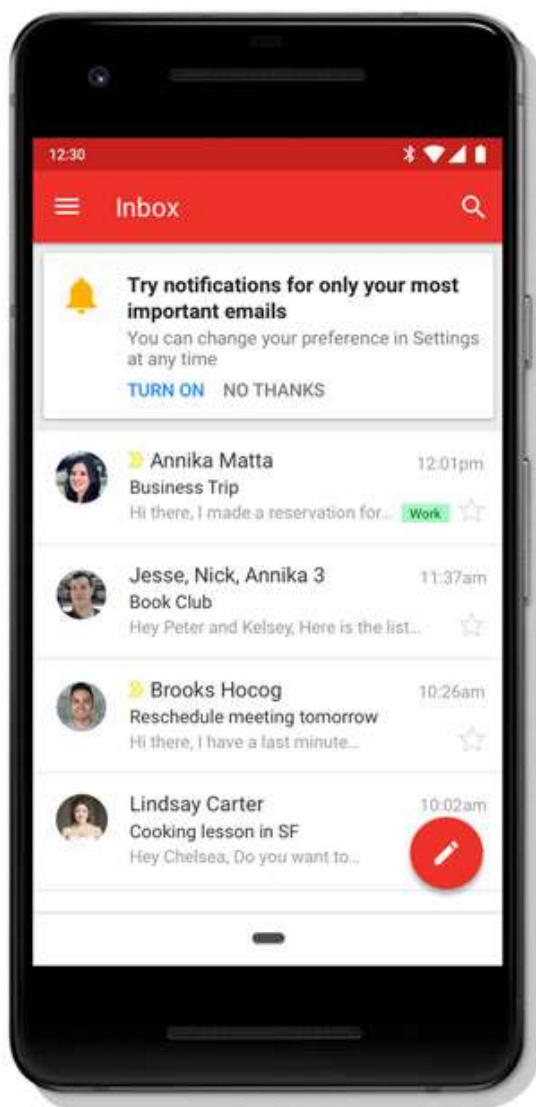






















# MS Outlook

## Stay Organized

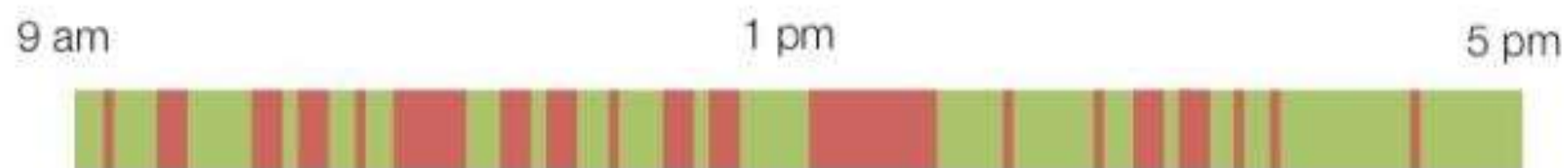
-  Move messages from someone to a folder
-  Move messages with specific words in the subject to a folder
-  Move messages sent to a public group to a folder
-  Flag messages from someone for follow-up
-  Move RSS items from a specific RSS Feed to a folder

## Stay Up to Date

-  Display mail from someone in the New Item Alert Window
-  Play a sound when I get messages from someone
-  Send an alert to my mobile device when I get messages from someone







Reactive. Compulsive. Constantly disrupting focus.



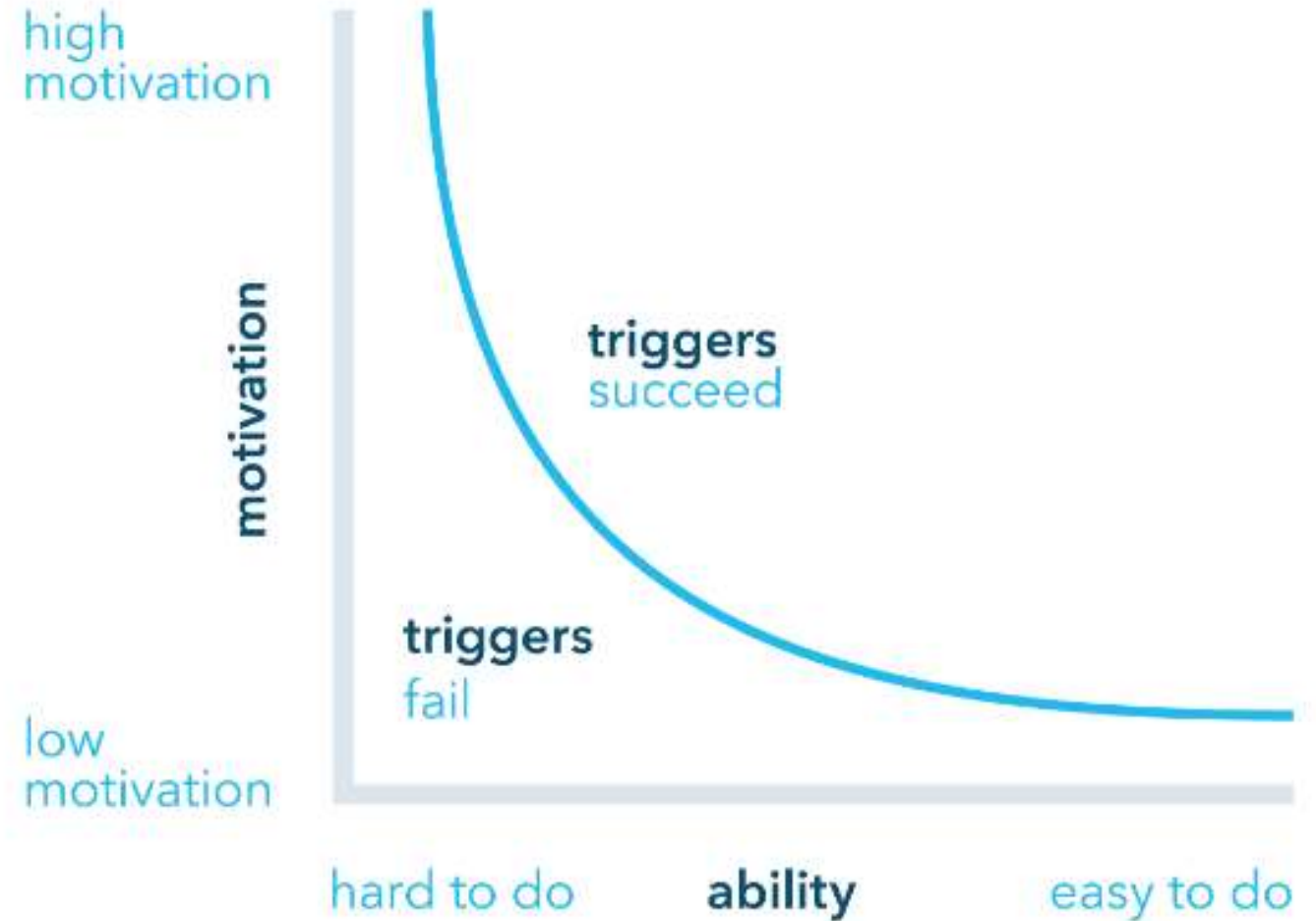
Disciplined. Controlled. Wide open focus periods.

2

**Make Bad Habits  
More Challenging**



# BJ Fogg's Behaviour Model



# Domino's Easy Order Button....



**“Having a smartphone  
within sight or within easy  
reach reduces a person’s  
ability to focus and  
perform tasks”**

**Adrian Ward**

*Professor, UT Austin*



Ward, A. F., Duke, K., Gneezy, A., & Bos, M. W. (2017). Brain drain: the mere presence of one’s own smartphone reduces available cognitive capacity. *Journal of the Association for Consumer Research*, 2(2), 140-154.







“Not only does it mean that we have better decision-making and better outcomes, it's also just respectful.”

Sinead McSweeney  
Managing Director Twitter Ireland

It's past business hours and you might interrupt Matt's evening. How do you want to send?

Send and interrupt

Cmd ⌘ + Return ↵ to send

Send without notifying

Return ↵ to send



By using @channel, you are about to notify 39 people in 4 timezones. Are you sure?

Edit message

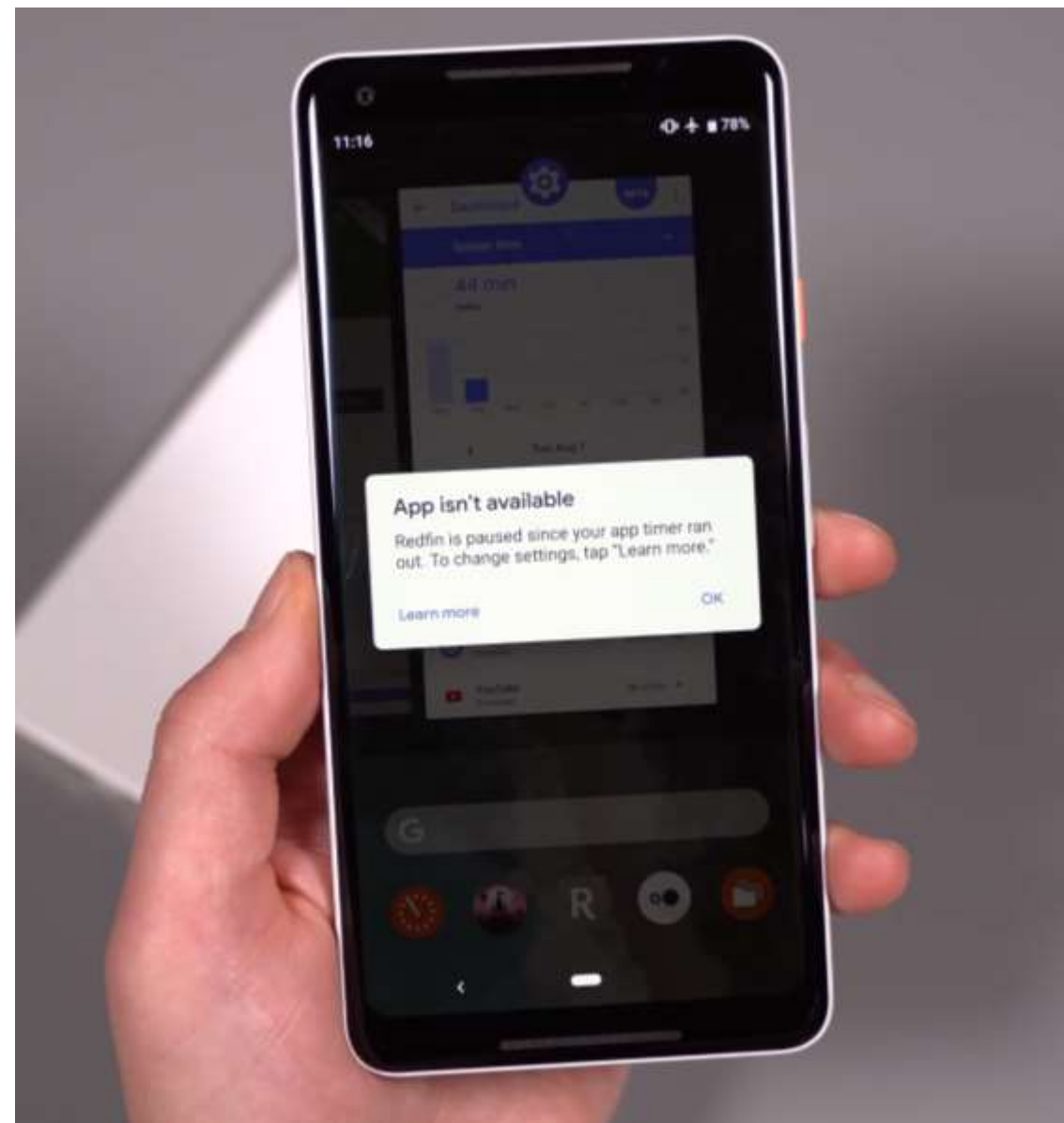
Esc to edit

Send it now

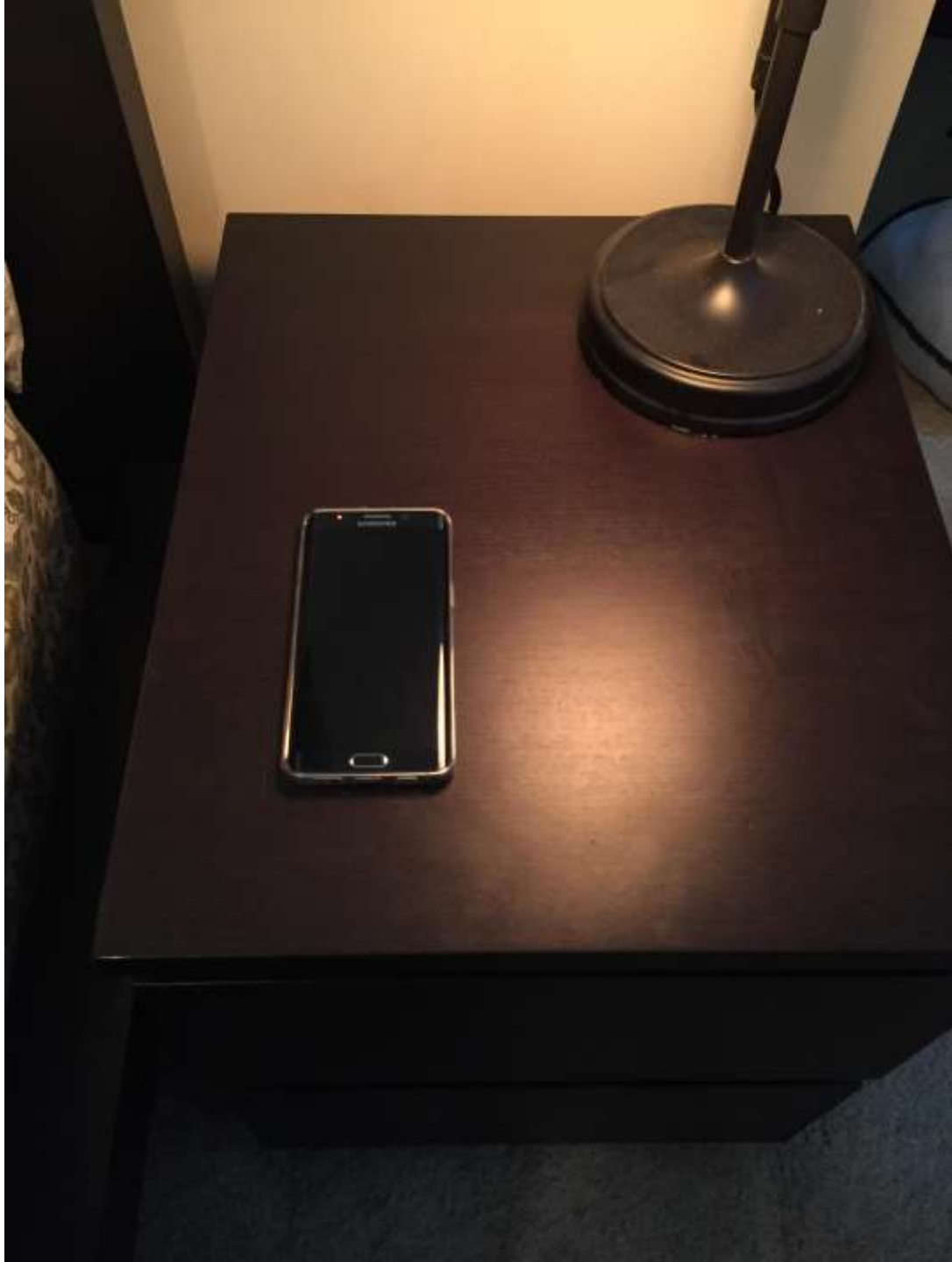
Return ↵ to send

Psssst! These warnings can be modified by a team admin!











3

**Put a System  
in Place**



# 73%

more soup that  
those eating from  
normal bowls.

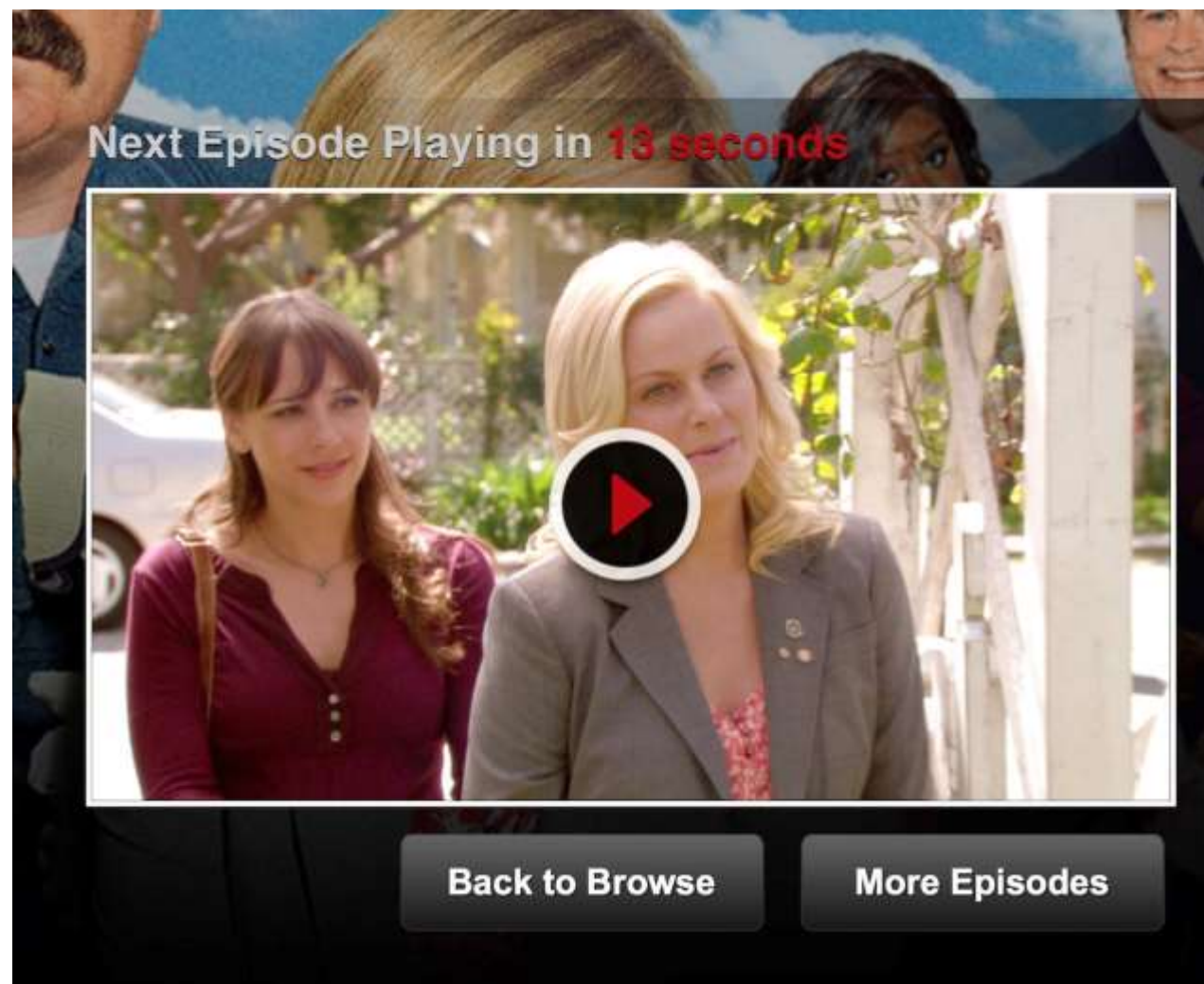




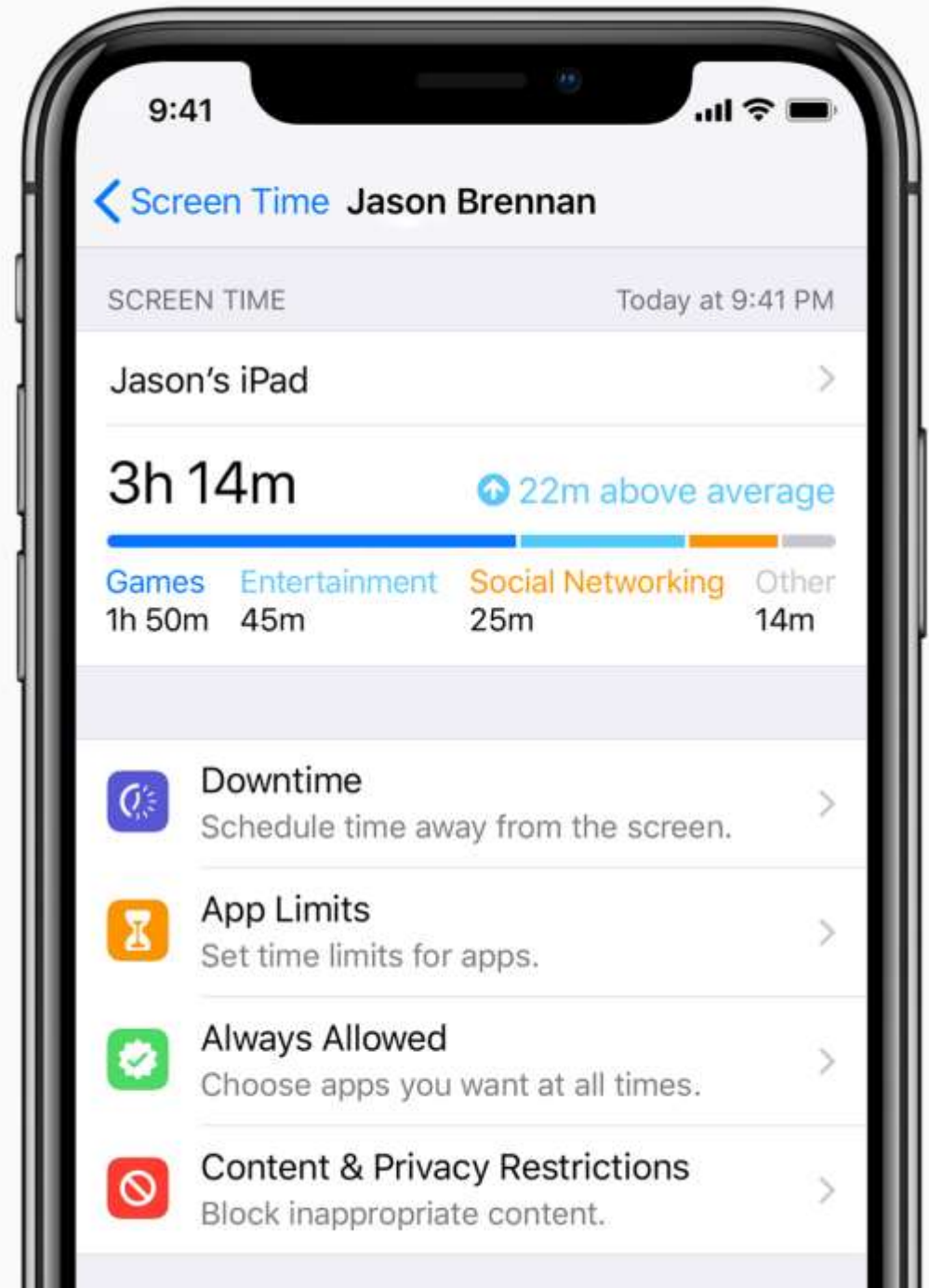
**1. They did not believe they had consumed more.**

**2. Nor did they perceive themselves as more satiated.**

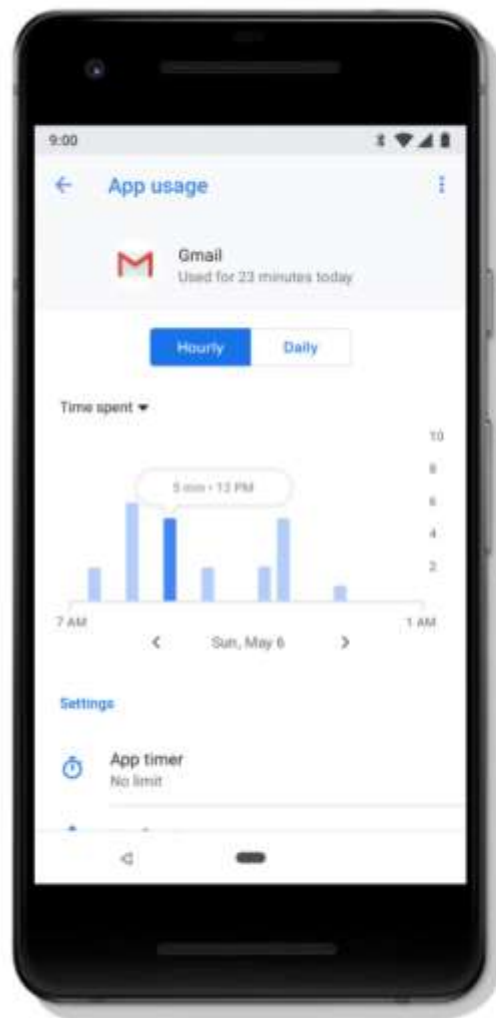
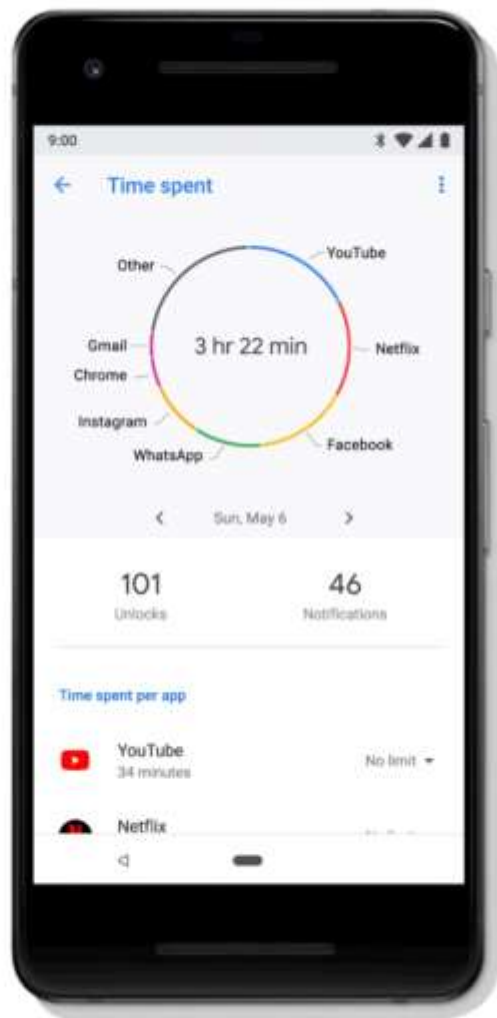












android

## Learn more about your time spent in apps.

The app dashboard gives you a complete picture of how you use your phone. Get a daily view of the time spent on your phone, how frequently you use different apps, and how many notifications you get.

Coming soon

Hello Amanda, Welcome to MyAnalytics!

MyAnalytics summarizes how you spend your time at work, then suggests ways to work smarter.

[About MyAnalytics](#) 

## Your work patterns the past month



## Focus



Did you get enough time for independent work?

of a typical week  
Available to focus[Explore your 4 week pattern](#) >

## Wellbeing



Were you able to disconnect from work after hours?

Quiet days  
protected from after hours[Explore daily breakdown](#) >

## Network

Are you growing your network and keeping up with  
your important contacts?

Active collaborators

[Explore all collaborators](#) >

## Collaboration



Make the most of your time spent with others

of a typical week  
Spent in collaboration[Explore collaboration habits - coming soon](#)



Whether you  
plan for it or not,  
**culture will happen.**

Why not create a  
culture you love?



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[www.unplughq.com](http://www.unplughq.com)

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