

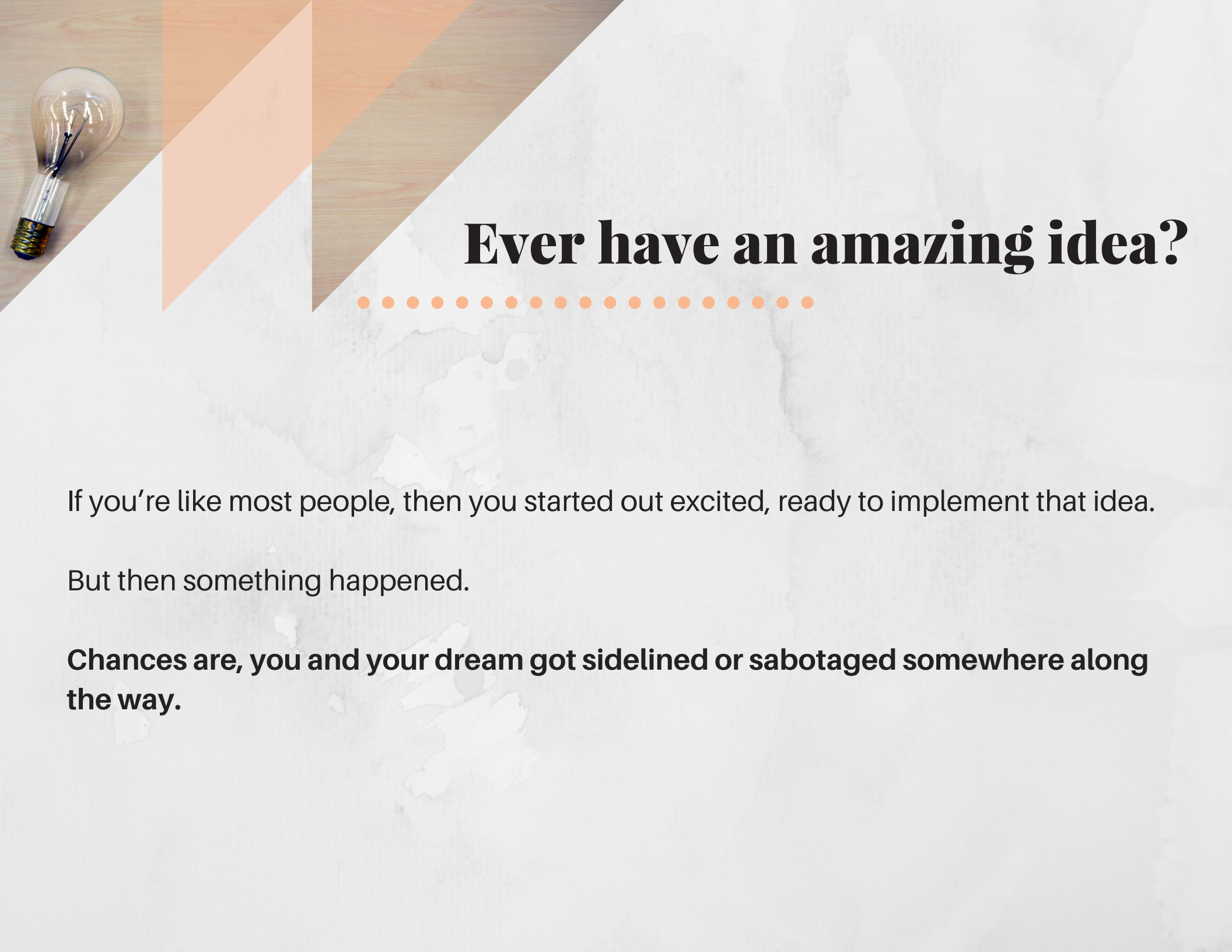
6 WAYS

Your *Brain* Might Be Getting *Hacked*

by KARY OBERBRUNNER



**Are
distractions
holding you
back?**



Ever have an amazing idea?



If you're like most people, then you started out excited, ready to implement that idea.

But then something happened.

Chances are, you and your dream got sidelined or sabotaged somewhere along the way.

Maybe you attributed your lack of implementation to distractions or loss of focus?

The brutal truth is this:

YOU got hacked.



Humans getting hacked?

Sounds mighty similar to a sci-fi movie—except that it's not. Hacking is when something gets unauthorized access to a system or computer.

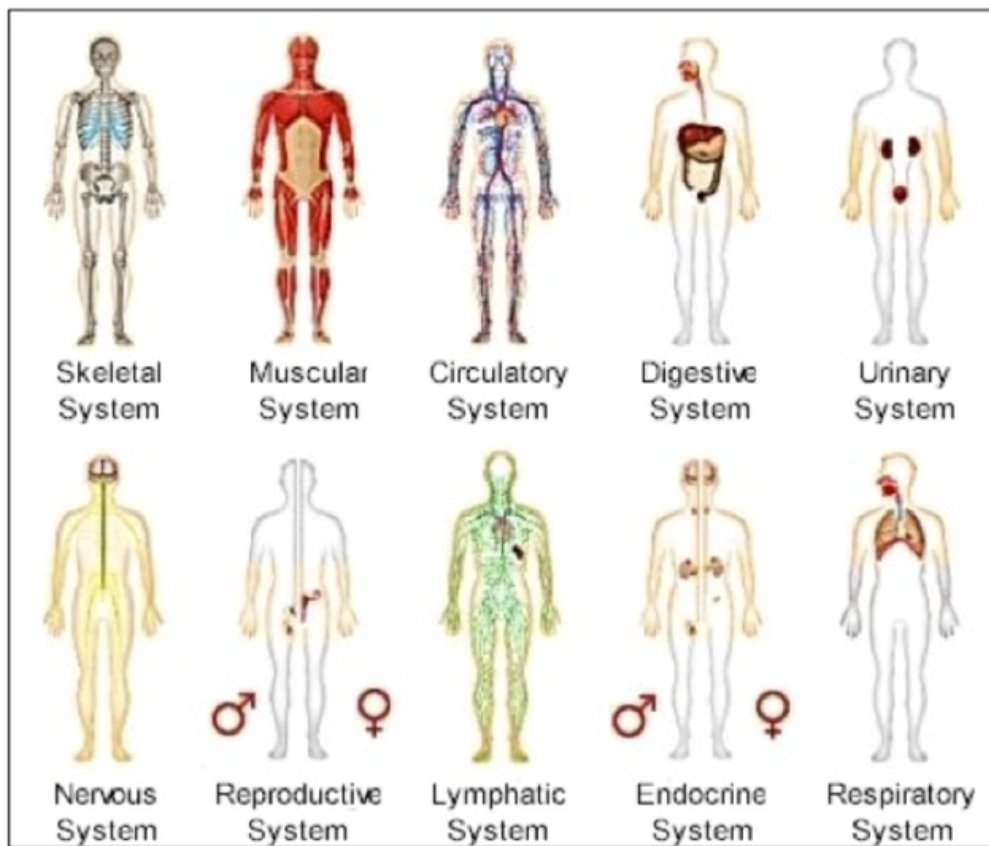
Good thing humans aren't systems or computers—except that we are.



Think back to your younger years and you'll remember that our bodies are made up of systems (circulatory system, reproductive system, etc.).

Many scientists refer to our brains as sophisticated types of computers.

Your Body is Made Up of *Systems*.



Your Brain is Like a *Computer*.





Science fiction is
converging with
science fact, and the
majority of us are ill-
equipped to
successfully navigate
this over-stimulated
new world.



How We're Getting Hacked



Although distractions come in many forms, here are six ways our brains are getting hacked.

1

SMARTPHONES ARE HACKING US

According to a study conducted by the research firm Dscout, on average, people touch their phones 2,617 times a day. (Heavy users touch 5,427 times.) The average person spends a total of **five hours a day browsing the web and using apps**. This equates to about **a third of the time a person is awake** and is twice as often as many people realize.

Researchers also found smartphone use was typically confined to short bursts, with more than half of uses lasting less than 30 seconds. This means that **people experience “distracted work” far more regularly** than what Georgetown University Professor Cal Newport calls “deep work.”





2

MULTI-TASKING IS HACKING US

Multi-tasking is a myth. The brain can only do one cognitive activity at a time. This practice, more properly understood as switch-tasking, **decreases productivity by up to 40%.**

According to Forbes, "Researchers at the Institute of Psychiatry at the University of London studied 1,100 workers at a British company and found that **multitasking with electronic media caused a greater decrease in IQ than smoking pot.**"

In a 2009 paper titled "Why Is It So Hard to Do My Work?" from Sophie Leroy, a business-school professor at the University of Minnesota reveals that **multi-tasking literally produces "attention residue" or the inability to transition tasks effectively.** This in turn saps mental energy, ruins concentration, and reduces overall productivity.

3

VIDEO GAMES ARE HACKING US

According to The Entertainment Software Association's annual report, **Americans spent \$23.5 billion on video games** in 2015.



4

VIDEO STREAMING IS HACKING US

According to ReelInReel, **11 billion hours is spent watching videos on Netflix every month.**

5

ADVERTISEMENTS ARE HACKING US

According to an article in the NY Times, **the average person sees 5,000 ads per day.**



6

DECISION FATIGUE IS HACKING US

Researchers at Cornell University discovered that **the average person makes 226.7 food decisions a day.** (Perhaps this is why influencers like Mark Zuckerberg and Barack Obama choose not to be hacked and decide what to wear in advance.)



Our Dreams are Getting Hacked



WHO'S THE NEXT HACK VICTIM?

Aspiring authors are getting hacked. According to USA Today, **82% of the population dreams of writing a book**. In reality, **less than 1% ever do**.

Ph.D. students are getting hacked. ABD stands for "all but dissertation," a description of a student who has finished coursework and passed comprehensive exams, but has yet to complete and defend the doctoral thesis. Today, the Ph.D. Completion Project estimates that **the ten-year completion rate is barely over 50%**.

You're getting hacked.



You're getting hacked. Rich or poor, ignorant or educated—if you're breathing, you're in danger of being hacked.

We all have ideas, goals, and dreams, but unfortunately, most of us never implement them. And unless you find a solution, you're destined to repeat the same pattern.

You'll stay stuck and frustrated unless you discover how to become Unhackable.



How to Become Unhackable

In a society of increasing distractions, Unhackability is the new secret weapon of super achievers in every field.

Unhackability centers on three components: Idea, Focus, Flow.

IDEA: *Flawless Idea Anatomy*

FOCUS: *Deliberate Magnetic Focus*

FLOW: *Optimal Human Performance*

Unhackability is quickly becoming the defining characteristic of the highest performing leaders and teams—those able to cut through the noise of life and close the gap between ideation and implementation.

All others get hacked, experience frustration and stagnation, and suffer from irrelevance.

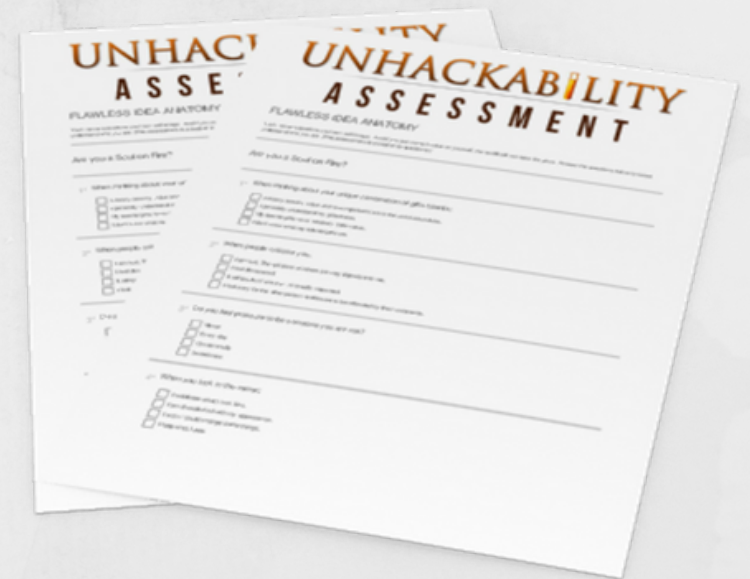
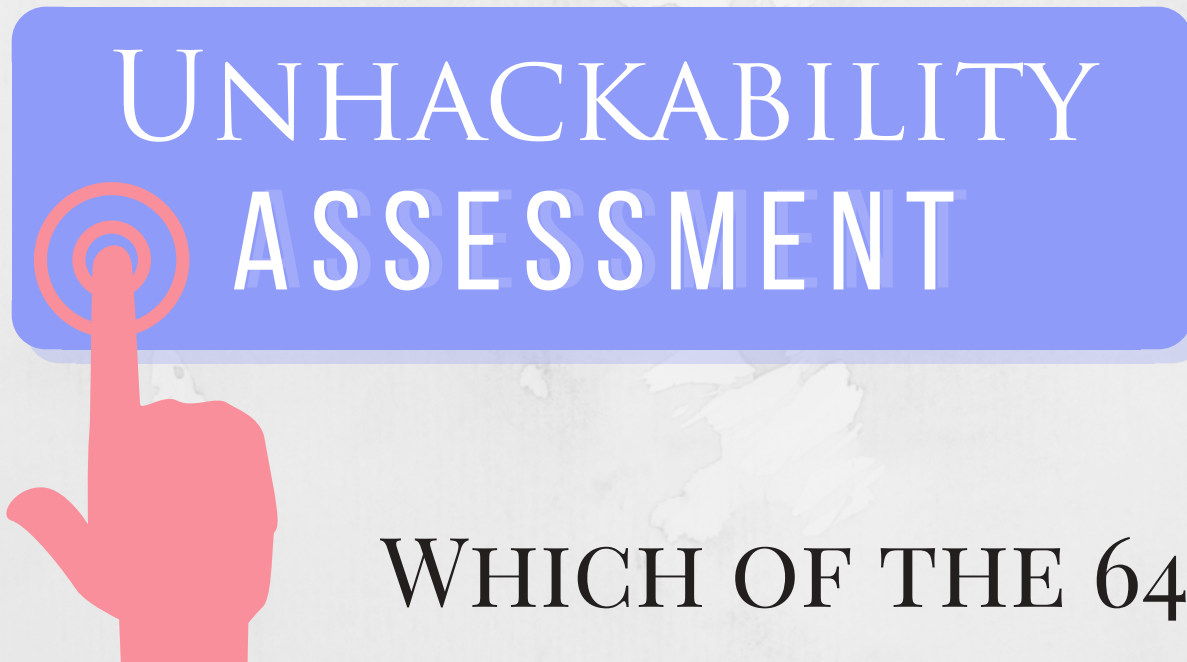
*In a world where everyone is connected,
anyone can be hacked.*

**THE ONLY QUESTION REMAINING IS
WILL YOU?**

How are YOU getting hacked?

Take the **FREE** online assessment and discover your unique hackability score.

Get your results immediately:



WHICH OF THE 64 PROFILES
FITS YOU?