
NOTIFICATION SWARM

WHAT'S HAPPENING

You're working. A notification hits your phone. Or an email pops up.

You glance "just to check." It's not important.

Now you have to get back to what you were **doing**.

You reread the last line. You reopen the document.

You remember where you were.

That restart costs more time than the notification ever did.

Repeat this across phone alerts, email banners, chat pings, and calendar reminders, and the day gets eaten in small bites you never notice.

ESTIMATED TIME RECOVERED
≈ 60–120 minutes per week

THE FIX

Stop letting interruptions **choose your attention**.

Silence anything that does not require **immediate action**.

Check messages on purpose at set times.

Protect at least one daily work block where notifications are off by default.

The problem isn't distraction. It's restart time.

ADDITIONAL NOTES

- Most "urgent" things are not urgent.
- If something matters, people escalate.
- If you control when you check messages, you control how often you restart work.