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Context to the nugget

How easy it is these days to be distracted? Just one minute on Facebook or Twitter and there goes the whole morning! In such an age of distraction where our attention spans are becoming lesser and lesser, how does Amish find the time and space to write? Hear his tactics of getting the momentum going. Hint: there is also something about a sugar rush in there!

Transcription

Deepak Jayaraman (DJ): How do you create the space for you to write in this world where there is a tsunami of stimuli?

Amish Tripathi (AT): On a lighter note I was joking with my wife yesterday, thank god we finished college before WhatsApp and twitter came, we would have flunked everything because we will be so distracted, I had read this interesting case studies and this was done in the US that apparently among the youth in the US average attention span on any one subject is 8 seconds now just to give you a sense of perspective a gold fish apparently has an attention span of 9 seconds so we are that distracted as a species now of course you guys are much more because of the nature of their media but the rest of the world is also getting in. In this distraction how do you get productivity going, IT was supposed to be great productivity enhancement major but I would say many ways it's productivity destroying because we are so distracted. Which comes back to that thing which I said that If you love doing something so much that actually you don't get distracted and especially in a creative field, see in the corporate world you can have a short burst of attention span and still achieve some productivity and like I said the benefit of an organization it has its own momentum in the individual space if you are doing something creative individually and hammer that point even more it's so easy to distracted today, so easy.

DJ: What rituals you use which help you in writing?

AT: There are times when I take off on a writing breaks, more not because of twitters and things like that but you know if I am in Mumbai someone or the others keep find for meetings and there are something or the other which keeps happening, so I go do that, I mean I will just take off for, like while writing the 'Oath of the Vayuputras' I took off to Kashi to Banaras and I was there for some four weeks I hired the place lived out there, cut off completely, I don't do any meetings and nothing, I don't even tell anyone in there, it gives me focus three four weeks and I can get a lot of momentum into my so I try and do that, but when I am doing my writing phase I write everyday even in the mornings at home, so that's one aspect taking those writing breaks gives some momentum but as I

said in my writing phase I write everyday even at home, I get up early in the morning normally, I am up normally everyday by 5, 5:30, I exercise do my Pooja and I start writing, I read four newspapers every morning then I start writing may be by 9,9:30 I need music to start writing that music kind of works like a key for me, it opens up that world the words themselves don't matter the mood of the music is very crucial. I listen to all genres of music, India classical, Western classical, old Hindi film music, modern Indie, Indie pop, in western music I would listen to rock, metal world music Indian regional language music, and regular music, I don't listen to Rap, I doesn't really connect to it but any other genre of music the mood is more important than the words themselves and I eat a lots of cream biscuits while writing that works for me, I don't know sugar rush perhaps.

Reflections from Deepak Jayaraman

DJ: Greg McKeown who has written the books "Essentialism" talks about how multi-tasking has led to multi focusing where people lose track of the key priorities and attend to them in a defused way while the impact of this is more pronounced in the creative field. I guess all of us at some level struggle with this its work reflecting on whether you have you baked in better time in a day or in a week to do real deep work that can take you forward. Abraham Lincoln once said give me 6 hours to cut a tree and I will spend the first 4 hours sharpening the axe. A lot of us might start cutting the tree right away with one hand and the other hand checking status updates on social media and we may not even get to cut the tree even if we unlimited time. Thank you for listening. For more you might want to subscribe to the twitter handle Play to Potential. Thank you.

End of nugget transcription

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Amish Tripathi - Nuggets

- 02.00 Amish Tripathi - The Full Conversation
- 02.01 Amish Tripathi - Where the seeds of transition were sown
- 02.02 Amish Tripathi - Writing for self
- 02.03 Amish Tripathi - Transitioning from Financial Services to Writing
- 02.04 Amish Tripathi - Dealing with failure
- 02.05 Amish Tripathi - Harsh realities of Writing
- 02.06 Amish Tripathi - What does it take to be an Author
- 02.07 Amish Tripathi - Driving Deep Work
- 02.08 Amish Tripathi - Marketing innovations around the first book
- 02.09 Amish Tripathi - Building culture in a company
- 02.10 Amish Tripathi - Three things they do not teach you in B school
- 02.11 Amish Tripathi - In Summary

About Deepak Jayaraman

Deepak seeks to unlock human potential of senior executive's / leadership teams by working with them as an Executive Coach / Sounding Board / Transition Advisor. You can know more about his work [here](#).

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