


LOGIFEM · MARRAKECH

# EVERYTHING EVERYWHERE ALL AT ONCE

Why focus is your logistics superpower



A woman with long dark hair is driving a car at night. She is looking out the driver's side window. The interior of the car is dimly lit, and the background shows blurred city lights.

**Why does the music go  
quiet when you reverse?**



**Your car protects your focus  
— automatically.**

An aerial, long-exposure photograph of a port at night. The scene is dominated by rows of stacked shipping containers in shades of blue and grey. In the center, a road is crisscrossed by bright white light trails from moving vehicles. On either side of the road, large gantry cranes are visible, some with their lights on. The background shows the dark water of the harbor and the silhouettes of ships. The overall atmosphere is one of intense industrial activity.

Everything. Everywhere. All

at once.

*A normal Tuesday in logistics.*

# Your turn.

*Pen. Paper. Two minutes.*



## ROUND 1 · BATCH

### down the columns

①	②	③
1	I	a
2	II	b
3	III	c
4	IV	d
5	V	e
6	VI	f
7	VII	g
8	VIII	h
9	IX	i
10	X	j

finish a column, then the next

2 switches total · smooth

## ROUND 2 · SWITCH

### across the rows

1	I	a
2	II	b
3	III	c
4	IV	d
5	V	e
6	VI	f
7	VII	g
8	VIII	h
9	IX	i
10	X	j

switch number → roman → letter

a switch on every single step

WHAT JUST HAPPENED

Same work. You just  
**switched more.**

A six-year-old can do this.

It wasn't the task that made it hard — it was the structure.

# Multitasking **doesn't** **exist.**

You're not doing two things at once. You're switching — and paying a tax every time.

**2.8<sub>sec</sub>**

glance at your phone can  
double your errors.

*Altmann, Trafton & Hambrick (2014)*

40%

of your productive time  
can vanish into switching.

*Meyer, Rubinstein & Evans (2001)*

23 min

to fully refocus after a  
single interruption.

*Gloria Mark, "The Cost of Interrupted Work"*

**47** sec

of focus on a screen  
today — down from 2.5  
minutes in 2004.

*Gloria Mark, “Attention Span” (2023)*

A whole work day in 612 slices.

44%

of our task switches we  
trigger ourselves.

*Mark, Iqbal & Czerwinski (2014)*

No notification. No boss. Just us.

**Not tired from the work you finished.**  
**Tired from the work you didn't.**

Unfinished tasks don't wait quietly. They follow you.

## THE ZEIGARNIK EFFECT

Part of your mind **stays**  
**behind.**

Jump tasks, and a piece of you stays on the last one. — Sophie Leroy

THE HIDDEN COST

# You're **paying rent** on a warehouse full of half-built work.

Every unfinished task sits on an invisible shelf — no limit, no inventory list.



THE GOOD NEWS

This is mechanics. So we  
can **engineer it.**

It's not willpower — it's wiring.

WHAT TO DO MONDAY · 1/3

**One lane** at a time.

Finish one thing completely before starting the next.



WHAT TO DO MONDAY · 2/3

# Close the loop.

20 seconds to note where you are — before you switch.



WHAT TO DO MONDAY · 3/3

Be your own **reverse gear.**

Once a day, turn the music down on purpose.



**You don't have to be everything,  
everywhere, all at once — to be  
excellent.**

Be fully there. For one thing. At a time.

THANK YOU

Turn the music down.  
And park it like you  
mean it.

elmar@seestaedt.works · [linkedin.com/in/digital-transformer](https://www.linkedin.com/in/digital-transformer)

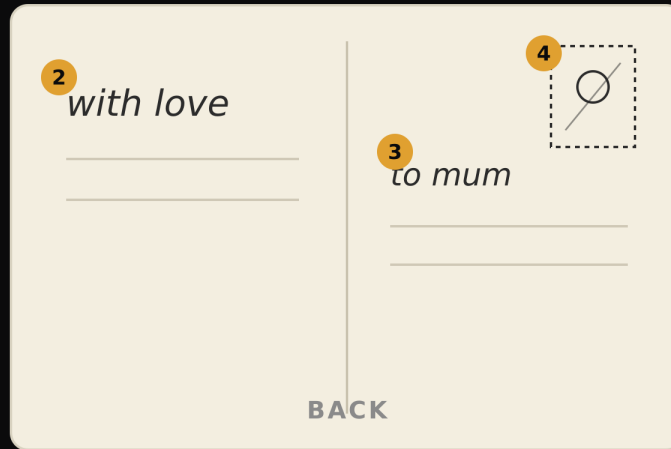


**One** more thing.

*If you've got a minute left.*

## EXPERIMENT 2 · THE POSTCARD

*two sides · four steps · make ten*



1 flower

2 "with love"

3 "to mum"

4 stamp

*In batches... or one whole card at a time.*

## THE BONUS RULE

**Small batches. Finish what you start.**

Less work-in-progress. More done. Less waste.

# THANK YOU

elmar@seestaedt.works · [linkedin.com/in/digital-transformer](https://www.linkedin.com/in/digital-transformer)

