

EMPLOYEES CAN STREAM LIVE MUSIC, MOVIES AND ALL SORTS OF DISTRACTIONS THROUGH PLATFORMS

By Michael Kanash

The technology revolution has come with many pros and cons in the workplace. While a lot of work has been automated and simplified, the technology revolution has also brought along a lot of distractions to productivity.

Information Technology consultant Jamil Nsubuga says employees now can stream live music, movies and all sorts of distractions through various online platforms. They can communicate instantly with family and friends across the globe through social media. So, the distractions are many.

As a result, productivity suffers as demonstrated by statistics from the US Department of Labour showing a reduction of output by 1.5% between 2007 and

Use technology to improve productivity at the workplace

2017. This is in contrast with the steady increase that characterised the period between 1973 and 2007.

This poses challenges to businesses globally. However, some adjustments at personal level can turn the trend around to increase productivity.

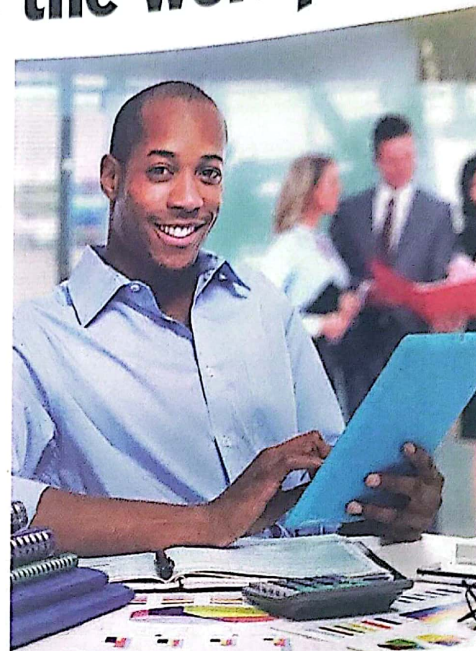
Changing the cycle

Ronald Kigwe, a performance management consultant, says these distractions encourage procrastination. He says workers should set strict times

when they should accomplish tasks dedicating at least 15 minutes for each of the hardest.

"It will not be easy, but once you give 15 minutes to a task, you will get fully engrossed in it and usually by the time the 15 minutes elapse, you will have made some considerable ground needed to continue," he says.

Having regular breaks which can be set using one's phone would go a long way in improving productivity.



It is best to keep at a task for at least 15 minutes, but having breaks every hour increases productivity

According to Kigwe, older research encouraged breaks every after 25 minutes. More recent findings, however, show that the human mind can concentrate fully for between 50 to 60 minutes continuously. After this, a 15-minute break would refresh one and keep the brain focused.

As human beings, we are goal-driven in many things, which keeps us soldiering on. Daily goals, according to Kigwe, can keep one's levels of productivity up. He says the goals can be as simple as limiting social media time or keeping away from internet

BETWEEN THE LINES:

Research indicates that 18% of employees check their social media pages every few hours and 61% check daily, which affects productivity.

games for a set amount of time daily or a full day for a start.

If it means disabling gaming and social media apps that keep you glued on non-essential content, do it to salvage your productivity, Kigwe says.

He quotes research which indicated that 18% of employees check their social media pages every few hours and 61% check daily and that this was becoming a serious problem.

Nsubuga says workers should seek out material that inspires them to work. It could be a quote from their favourite author, entrepreneur or celebrity that would provide the needed motivation to work.

He notes that many times the content we save on our gadgets distract us instead, especially pictures and funny video clips.

"All these can be deleted and replaced with developmental content relevant to your profession such as training manuals, awards, industry updates that can boost your productivity.

"Look at technology as a business tool," Nsubuga advises. For example, focus on how you can use technology to grow your business and increase your contacts plus sales.

"You can set up a standard website that can market and advertise your products. Create an option for feedback and respond to inquiries in a timely manner," he says.

If you have adequate resources, you can build the website in such a way that it is e-commerce enabled, meaning customers can actually purchase your goods or services directly from your site. You can link the site to your company or product's social media pages, as well to keep track and attract more viewers.

According to Nsubuga, to ensure this works out effectively one needs to constantly monitor the site and social media accounts responding to customer needs or queries promptly, instead of wasting a lot of time chatting on social media or playing online games.



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