

## WHY DO IT?

*You'll sleep better*



**44%**

of cell owners have slept with their smart phone next to their bed because they want to make sure they didn't miss any calls, text messages, or other updates during the night.

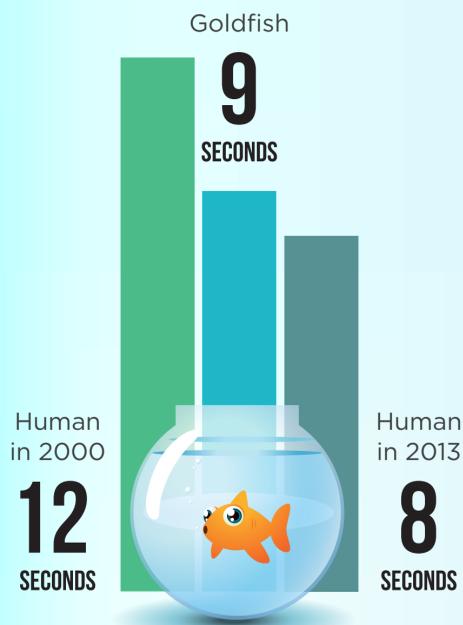
SOURCE: PEW RESEARCH INTERNET PROJECT

Scientists found that using a cell phone or laptop before bed can disrupt the body's production of melatonin and negatively affect sleep quality.

SOURCE: HARVARD MEDICAL SCHOOL

*You'll increase your attention span*

Due to "external stimulation, the average attention span of a human being has dropped below that of a goldfish.



SOURCE: NATIONAL CENTER FOR BIOTECHNOLOGY INFORMATION

*You'll be happier*

The more time a person spends on Facebook, the more dissatisfied they ultimately feel with their own life.

SOURCE: PUBLIC LIBRARY OF SCIENCE

# Digital DETOX

When was the last time you unplugged for 24 hours? If you answered, "I can't remember" a digital detox could be what you need.

How to disconnect from your devices and reconnect with what really matters



## WHY DO IT?

*You'll boost your productivity*

**29%**

of smart phone owners describe their phone as "something they can't imagine living without."

**1/3**

feel anxious when briefly separated from their beloved gadget.



**20%**

check their phones every 10 minutes.



SOURCE: TIME

The average office worker checks their email **30 times every hour**

Typical mobile users check their phones more than **150 times per day**

SOURCE: KPCB INTERNET TRENDS REPORT

*You'll strengthen your relationships*

**12%**

feel that their smartphone gets in the way of their relationship.



**33%**

of adults use cell phones while on dinner dates.



**35%**

use them while at the movies.

SOURCE: HARRIS INTERACTIVE

## HOW TO DO IT?

### STEP 1

#### Decide how long you want to detox for

We suggest trying it for 24 hours. It can be 72 hours or more if you want to build up to that.

### STEP 2

#### Plan your detox

Choose a time that's realistic for you. Weekends, vacations and holidays are great times to try it. Make sure you tell your family, clients and anyone who might need to get a hold of you that you'll be away from your email and smartphone for a period of time. Who knows, maybe you'll even get some of them onboard.

### STEP 3

#### Make some fun plans!

These can be things like cooking, walking, or spending time with friends and family. Spending time in nature is a great thing to do, as it is a proven way to restore your attention.

### STEP 4

#### Log off!

Turn all devices off and place them somewhere where they won't tempt you. Out of sight, out of mind!

### STEP 5

#### Enjoy!

Side effects of a digital detox may include: better sleep, thinking more clearly and feeling re-energized. Enjoy the change and notice your reaction to not being 'on call'.

