

DEEP WORK

Rules for Focused Success in a Distracted World

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MAIN IDEA

In today's economy, the more time you can spend doing "deep work", the better.



So what exactly is deep work? Pure and simple deep work is where you are performing your highest-value professional activities in a distraction-free environment. When you're doing deep work, you're in a position to push your ability to think and create to its greatest limit. It's when you're doing deep work that you come up with your best and most creative outputs.

All of the influential figures in history and in business have always prioritized the amount of time they spend doing deep work. The interesting thing is as the number of distractions increase in their intensity and allure, deep work is becoming more valuable in today's economy for two reasons:

- 1 With deep work, you can continue to learn complicated things so you stay relevant as technology advances.
- 2 The digital revolution also means when you create something useful with your deep work, more people can find it and access it – which greatly magnifies your rewards.

The key to getting ahead now and in the future is to do more deep work and make it the centerpiece of your working life. Increase it and you will thrive.

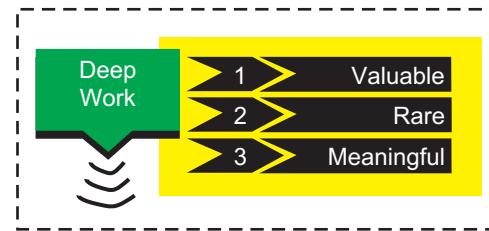
"The real rewards are reserved not for those who are comfortable using Facebook (a shallow task, easily replicated), but instead for those who are comfortable building the innovative distributed systems that run the service (a decidedly deep task, hard to replicate). Deep work is so important that we might consider it, to use the phrasing of business writer Eric Barker, "the superpower of the 21st century."

– Cal Newport



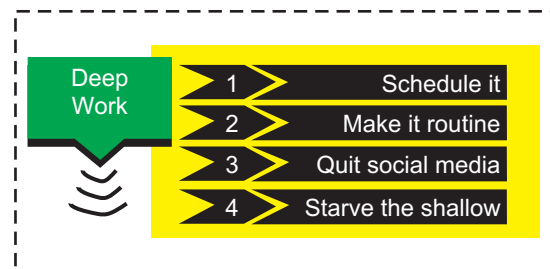
1. The idea and practice of deep work Pages 2 - 4

Deep work is not an old-fashioned skill which is now falling into irrelevance in the digital economy. On the contrary. Deep work is today a crucial ability for getting ahead. It is becoming rarer at exactly the same time as the rewards of doing deep thinking are becoming more valuable. Therefore, if you can cultivate this skill, you'll have a significant competitive advantage in your career over those who cannot.



2. How to cultivate this skill and embed it in your working life Pages 5 - 8

To take full advantage of the value of deep work, you have to train your brain and transform your work habits so as to make doing deep work the aim of each working day. The four steps involved in cultivating and expanding your capacity and opportunities to do deep work are:



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