



INCREASING FOCUS WITH *THE POMODORO* TECHNIQUE

Sometimes maintaining focus and attention can be a struggle. But time is an important and limited resource, so combating distractions can be a helpful way to boost your productivity.

Fortunately, there's an effective strategy that's been helping people combat procrastination for decades: *The Pomodoro Technique*.

THE JUICY TRICK¹

In the 1980s, a kitchen timer shaped like a pomodoro (the Italian word for "tomato") inspired college student Francisco Cirillo to create a new productivity method that has rippled through the business world ever since.

Francisco named his concept *The Pomodoro Technique*. Here's how it works:

1. Choose a task
2. Set a timer for 25 minutes
3. Work diligently until the timer rings
4. Take a short break (about five minutes)
5. Repeat until you've completed four sessions. Then take a longer break (20–30 minutes) before starting the cycle again

Though the method sounds simple, this tactic is a powerful way to channel your focus into sustainable increments.

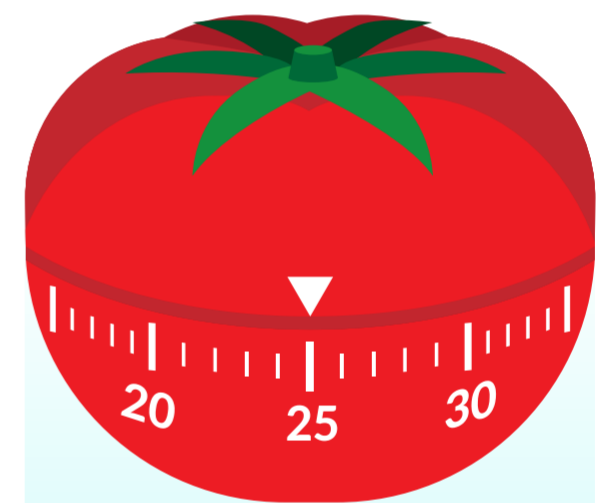
THE SCIENCE OF DETACHMENT²

Breaks are instrumental in recharging our productivity and motivation—if we go about them in the right way.

Studies have demonstrated the most common types of work break activities (snacking, drinking caffeine, venting to a coworker) usually make us more mentally tired because they're traditionally used to cope with a larger underlying issue.

The secret to an effective break is psychological detachment. When you separate your mind from the fatiguing task or scenario, your brain recovers much faster.

Meditation, exercise (even just a walk), playing a game, or helping someone else (like a coworker) are all great ways to reinvigorate your mind.



GIVE IT A TRY

If you struggle to maintain focus throughout the daily grind, why not try the method for yourself?

Head over to tomato-timer.com and see what *The Pomodoro Technique* can do for your productivity.

¹Cirillo, Francesco. "The Pomodoro® Technique." *Francesco Cirillo*, 2023.

²Grippe, Angela, Ph.D. "Why and How You Should Take Breaks at Work." *Psychology Today*, 2017.