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Subject: Time to Switch Off Context Switching

Our industry, just like any other, is comprised of a workforce that is susceptible to distraction. Often in attempts to maintain high productivity, we're juggling several things at once. We've been trained as multitaskers, but it may have diminishing returns. What happens when toggling between multiple tasks begins to deteriorate our ability to focus and contribute worthwhile work?

Learn about context switching and what happens when it becomes the norm:

- **Spread Too Thin:** [Todd Waits](#) of Carnegie Mellon postulates that the more projects heaped on our plate, the less amount of worthwhile contribution we'll be able to make to each project. While being assigned to one project may seem wasteful (especially when there aren't enough employees for projects or clients), the quality of work done can suffer. Work spent on each task goes up and output quality goes down because of how much effort it takes to get back into the mindset of the task at hand.
- **Leads to Fatigue:** Rapid-fire movement between tasks can lead to physiological exhaustion. It increases the brain's production of [cortisol](#), a stress hormone linked to fatigue. With so many things competing for our attention, our glucose levels decrease. Consequently, we begin to feel tired and function with less acuity. Not only do we get less done, but we feel exhausted by it all and are less equipped to handle the tasks that require most of our focus.
- **Diminishing Returns:** Different tasks require mental different tools. Putting back a tool for one task and picking it back up when you need it again requires mental dexterity that drains resources. There are [several ways](#) to verify the toll of context switching: you overlook details in plain sight, you're overwhelmed by how to get back into a task you've put aside, or you put simple tasks on the backburner that you could easily complete. While multitasking might indicate productivity, that productivity may suffer in the long run.

Though this comes from tasks, context switching can result from merely switching modalities. Transitioning from email to a timeclock to a document takes an employee out of each task and they're more susceptible to distraction. How many times have you picked up your phone and been distracted by a notification? You check the notification instead of what you intended to do initially. Instances like these are harmless, but when added up they can impact the allotment of focus we attribute to meaningful work.

To keep our industry firing on all cylinders, we need to foster work environments and expectations for our employees that keep context switching to a minimum. A centralized platform for everything you need (invoicing, time tracking, work tickets, etc.) can channel productivity and reduce context switching. Incyte's new product launch, Spearhead, is a workflow optimization tool designed to be a source of truth between all your applications and all your employees.

Thank you for your continued support,

Incyte Energy Solutions