



# Respect time and attention

Every day, everyone and everything demands more and more of our attention. The information inside organisations doubles every 500 days.

But the time we have to process it doesn't shift accordingly. It stays the same.

**All this means that people's time and attention are their most precious daily assets.**

So for every individual you interact with every day, look to do something about their overwhelming tug of war. Be more respectful of how you organise and share information with them. Look to giving them back time and attention. You'll be amazed at what they can do with it.