

MEN TOOLS®

Focus Toolkit

THE BEST KNOWLEDGE, TOOLS AND ACTIONS TO
HELP YOU STAY SHARP



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STRUGGLING TO **MAINTAIN FOCUS** IN A WORLD FULL OF DISTRACTIONS?

The good news? Focus isn't just a skill; it's a powerful tool that can be honed and sharpened to help you achieve your goals.

Once sharpened, you can cut through the noise and find clarity in both your career and personal life.

PURPOSE OF THIS **TOOLKIT:**

Our toolkit combines the best:

- ✓ **Knowledge**
- ✓ **Tools**
- ✓ **Actions**

i Whether you're a professional, entrepreneur or a busy man about town, the [*Focus Toolkit*](#) is here to help you become more productive and fulfilled in everyday life.



FACTS ABOUT FOCUS

01 Attention Span

The average human attention span has decreased by nearly 25% in the last two decades, dropping from 12 seconds in 2000 to just 8 seconds today, making it shorter than that of a goldfish.

02 Physical Activity

Engaging in regular physical activity can boost your cognitive function by up to 20%, improving both focus and memory.

03 Blue Light and Sleep

Exposure to blue light from screens before bedtime can reduce the production of melatonin by up to 50%, negatively impacting your sleep quality and making it harder to focus the next day.

04 Multitasking Myth

Only 2.5% of people can multitask effectively. For the rest of us, switching between tasks can decrease productivity by up to 40%, as our brains are wired to focus on one thing at a time.



05 Caffeine and Focus

Moderate caffeine intake can improve focus and alertness by blocking adenosine receptors in the brain. However, consuming more than 400 mg of caffeine per day (about four cups of coffee) can lead to decreased focus and increased anxiety.

BEST TIME TO **FOCUS**

Ever wonder why some tasks feel easier at certain times of the day?

That's because hitting your peak focus times can make all the difference. When you tackle your most important work during your most productive hours, you can get more done with less effort. Knowing and using your body's natural rhythms not only boosts your efficiency but also keeps you more engaged and motivated.

01 Use the Morning Hours Wisely

Mid-morning, about two hours after waking up, is prime time for focus and alertness. This is the perfect window to tackle tasks that need strategic thinking and implementing plans.

02 Understand Your Natural Focus Peaks

Your focus and attention naturally peak at three key times during the day:

- 30 minutes after waking up
- 3 hours after waking up
- 11 hours after waking up

These periods align with changes in body temperature and the release of neurochemicals that boost attention and motivation

03 Focus in 90-Minute Ultradian Cycles

Our bodies work in 90-minute ultradian cycles. Focusing for about 90 minutes at a time, followed by a short break, matches our biological rhythms, helping you stay productive and avoid burnout.



AGE WHEN FOCUS DECLINES



Peak Cognitive Performance

Our bodies work in 90-minute ultradian cycles. Focusing for about 90 minutes at a time, followed by a short break, matches our biological rhythms, helping you stay productive and avoid burnout.



Gradual Decline

Once you hit your mid-30s to early 40s, you might start noticing a slight dip in your ability to concentrate. It's a gradual change, and you can counteract it with some smart lifestyle choices.



Noticeable Changes

By your 50s and 60s, changes in focus and attention can become more noticeable. You might find it harder to stay on task and easier to get distracted. As you get older, you might notice more "attentional blinks"—those moments when your brain misses bits of information because your attention wavers.



5 BIGGEST FOCUS KILLERS TO AVOID

01 MULTI-TASKING

Brain.fm can help you improve focus by playing specially designed music tracks that make it easier to concentrate and stay productive.

02 DIGITAL DISTRACTIONS

Pomodor.app is a web app tool that utilizes the Pomodoro Technique of breaking work into intervals, typically 25 minutes long, separated by short breaks, to help users increase focus and manage time more effectively.

03 LACK OF SLEEP

Noisli is an app that offers a customizable mix of background sounds, such as rain, wind, and café noises, to enhance concentration and productivity by masking distracting sounds.



04 POOR NUTRITION

OneTab is a browser extension that improves focus by converting all your open tabs into a single list, reducing clutter and making it easier to concentrate on one task at a time.

05 CLUTTERED WORKSPACE

Momentum is a browser extension that improves focus by replacing your new tab page with a personalized dashboard featuring a to-do list and a daily focus goal.

HOW YOUR PHONE EFFECTS YOUR FOCUS

01 Your Phone Reduces Your Attention Span

Using your phone too much can really mess with your attention span. For adults, this threshold is about two hours a day. Go over that, and you'll likely see significant drops in your ability to concentrate.

02 Your Phone Leads to Rapid Context Switching

Engaging in regular physical activity can boost your cognitive function by up to 20%, improving both focus and memory.

03 Your Phone Creates Dopamine Addiction

By focusing on the present moment, cultivating mindful awareness you can actually improve your brain's ability to direct your attention and stay focused throughout the day.

04 Your Phone Impacts Your Sleep

Exposure to blue light from screens before bedtime can reduce the production of melatonin by up to 50%, negatively impacting your sleep quality and making it harder to focus the next day.

05 Your Phone Disrupts Your Sleep

List your top three priority tasks of the day and then tackle them without distractions until they are completed. This improves focus by providing clear priorities and creating a clear purpose. Not all work hours are created equal, so take advantage of the first hours of the morning, when your energy and willpower are high.

06 Your Phone Causes Mental Laziness

Your phone can cause mental laziness. Over-reliance on smartphones means we often use them to answer questions or solve problems that we could figure out ourselves with a bit more effort. This constant access to information reduces the need to think critically or problem-solve, making us less mentally sharp. To combat this, set specific times for phone use and consciously try to challenge your brain for basic math, spelling, getting directions, etc.

'TOP 5' SUPPLEMENTS THAT HELP WITH FOCUS

01 Alpha GPC

- What: A natural choline compound that boosts acetylcholine in the brain.
- Why: Boosts production of neurotransmitters to improve focus, mental clarity, and cognitive function.
- Benefits: Enhances focus by bumping up acetylcholine pathway.
- Note: Combines well with other supplements but should not be used right before bed.

03 Phenylethylamine (PEA)

- What: A natural compound that acts as a central nervous system stimulant.
- Why: It boosts mood, increases energy, and enhances focus and mental clarity.
- Benefits: Increases dopamine transmission, providing short-lived boosts in focus.
- Note: Use occasionally and combined with other supplements and caffeine for intense mental tasks.

05 Omega-3 Fatty Acids

- What: Essential fats found in fish oil and certain plant oils.
- Why: They reduce inflammation in the brain, enhance neurotransmitter function, and improve focus.
- Benefits: Supports overall brain health and cognitive function.
- Note: Not a focus-specific supplement but essential for general brain health and can offset mild attention deficit issues.

02 L-Tyrosine

- What: An amino acid that supports neurotransmitter production in the brain.
- Why: It enhances mental alertness, reduces stress, and improves focus and cognitive performance.
- Benefits: Serves as a precursor to dopamine, enhancing focus and memory.
- Note: Dosages need careful adjustment to avoid feeling overly euphoric or jittery.

04 Creatine

- What: A compound found in muscle cells that supports energy production.
- Why: It enhances brain energy levels, improving focus, mental clarity, and cognitive function.
- Benefits: Enhances mental performance and memory.
- Note: Not a focus-specific supplement but contributes to overall brain health and function.

Disclaimer

The information provided in this guide is for educational purposes only and is not intended as a substitute for advice from your physician or other healthcare professional. The supplements mentioned in this guide are not intended to diagnose, treat, cure, or prevent any disease. Before starting any new supplement regimen, consult with your healthcare provider, especially if you have any underlying medical conditions or are taking any medications. Individual results may vary, and the use of supplements should be tailored to the individual based on their unique health needs and conditions.

5 THINGS BETTER THAN COFFEE TO REGAIN FOCUS

TAKE A COLD SHOWER

A quick cold shower or even splashing cold water on your face can instantly wake you up and boost your alertness. The shock of the cold water stimulates your body and mind, helping you regain focus.

CHEW SOME GUM

Chewing gum can increase blood flow to the brain and improve cognitive performance. The act of chewing keeps you alert and can help enhance your concentration.

LISTEN TO A BANGER

Listening to your favorite music can energize you and improve your mood. Going for something upbeat with a fast tempo can boost your brain activity and help you stay focused on your tasks.



GET OUTSIDE IN SOME SUNLIGHT

Stepping outside and getting some sunlight can increase your alertness and improve your mood. Natural light boosts your vitamin D levels and helps regulate your circadian rhythm, making you feel more awake.

USE ESSENTIAL OILS AKA AROMATHERAPY

Using essential oils like peppermint or eucalyptus can invigorate your senses and improve your concentration. A quick whiff of these stimulating scents can give you a mental boost and help you stay focused.

TOOLS FOR SUPER FOCUS





TOP 5 APPS & BROWSER EXTENSIONS TO REMOVE DISTRACTION

ONE SEC

One Sec is an app that helps improve focus by delaying access to distracting apps, giving you a moment to reconsider and reducing time spent on unproductive activities.

ONETAB

OneTab is an app that improves focus by Converts open tabs into a single list to reduce clutter and free up memory. Speeds up your browser for smoother performance.

NOISLI

Noisli is an app that offers a customizable mix of background sounds, such as rain, wind, and café noises, to enhance concentration and productivity by masking distracting sounds.

STAYFOCUSED

StayFocused is a browser extension that improves focus by limiting the amount of time you can spend on distracting websites.

POMODOR.APP

Pomodor.app is a web app tool that utilizes the Pomodoro Technique of breaking work into intervals, typically 25 minutes long, separated by short breaks, to help users increase focus and manage time more effectively.

3 BACKGROUND SOUND **OPTIONS TO IMPROVE** **FOCUS & CONCENTRATION**



"SILENCE SHARPENS FOCUS, BUT THE RIGHT SOUND CAN SUPERCHARGE IT."

01 Play white noise and pink noise during work blocks

White noise is a consistent, unvarying sound that blends all audible frequencies together, while pink noise is a similar sound with more emphasis on lower frequencies; both can mask distracting background noises, promoting concentration and helping men maintain focus and productivity. To use them, play white or pink noise through a speaker or headphones in a quiet environment to create a consistent background sound - these can be found on platforms such as YouTube or Spotify.

03 Completely limit all background noises

Completely limiting background noises means getting rid of any sounds that can be distracting. Disruptive background noises make it tough to focus on demanding tasks. During deep work sessions, cut out all background noise by finding a quiet spot or using noise-canceling headphones.

02 Listen to binaural beats during work blocks

Binaural beats are created by playing two slightly different frequencies in each ear, making you perceive a third, rhythmic beat. They can increase levels of acetylcholine and dopamine to boost brainwave activity. This helps you relax, focus, and think more clearly. To use binaural beats, listen through headphones in a quiet environment, with each ear receiving a different frequency, to improve your concentration.



BONUS Sound Technique

When your attention falters, stick on a banger

Play your favorite tune to bring your mind back into the room. This is going to boost your mood, give you a quick hit of dopamine and re-energize your mind.

5 EFFECTIVE TASK PRIORITISATION TECHNIQUES FOR FOCUSED WORK SESSIONS



A silhouette of a person jumping to catch a basketball against a bright, cloudy sky. The person is in mid-air, reaching up with their right arm to catch the ball. The background is a bright, hazy sky with some clouds. The overall tone is motivational and energetic.

01 Eisenhower Matrix

Eisenhower Matrix – Categorizes tasks into four quadrants: Urgent & Important (do immediately), Important but Not Urgent (schedule), Urgent but Not Important (delegate), and Neither Urgent nor Important (eliminate).

02 ABCDE Method

Assigns letters to tasks based on importance, with A being the highest priority and E the lowest.

03 Eat the frog

“Eat the frog” means tackling your most challenging task first thing in the morning to prevent procrastination. This will give you a sense of accomplishment early in the day, making subsequent tasks feel easier and keeping you motivated.

04 MoSCoW Method

Categorizes tasks into Must-haves, Should-haves, Could-haves, and Won't-haves for prioritization.

05 80/20 Rule (Pareto Principle)

Focus on the 20% of tasks that generate 80% of results.

BONUS TECHNIQUE : TRY FASTING IN THE MORNING



Fasting can make you feel a little agitated and increase adrenaline. This can help some guys learn, focus, and perform better. It also means you can get straight to work without worrying about making breakfast.

MINDFUL WALKING

WHAT

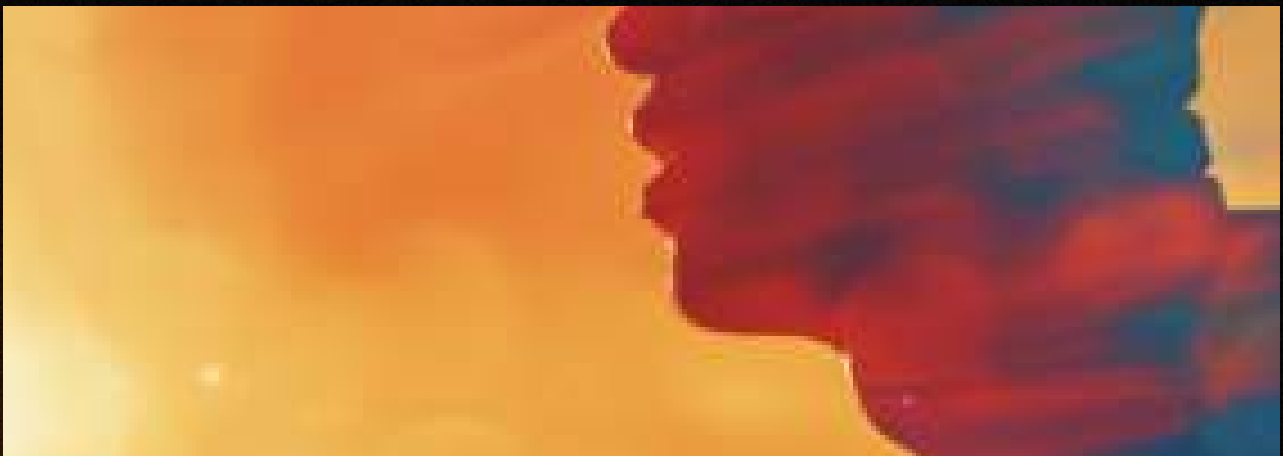
You simply go for a walk but Instead of walking automatically or being lost in thought, you become fully aware of your body, breath, and surroundings.

WHY

Mindful walking helps reduce stress, improve focus, and enhance well-being by bringing awareness to the present moment through deliberate movement and sensory engagement.

HOW

To practice mindful walking, walk slowly and deliberately, focus on your breath and each step, engage your senses, and gently bring your attention back to the present moment whenever your mind wanders. Check out this link to [learn more](#).



MENTOOLS STARING TECHNIQUE

01 WHAT

The technique is a used before engaging in tasks that require intense focus, you are simply preparing your mind by focusing your visual attention on a specific point..

02 WHY

The practice helps narrow your visual field and resets your focus in real time.

03 HOW



Set a Timer

Decide how long you want to focus. If you're new to this, start with 30-60 seconds.



Choose a Visual Anchor

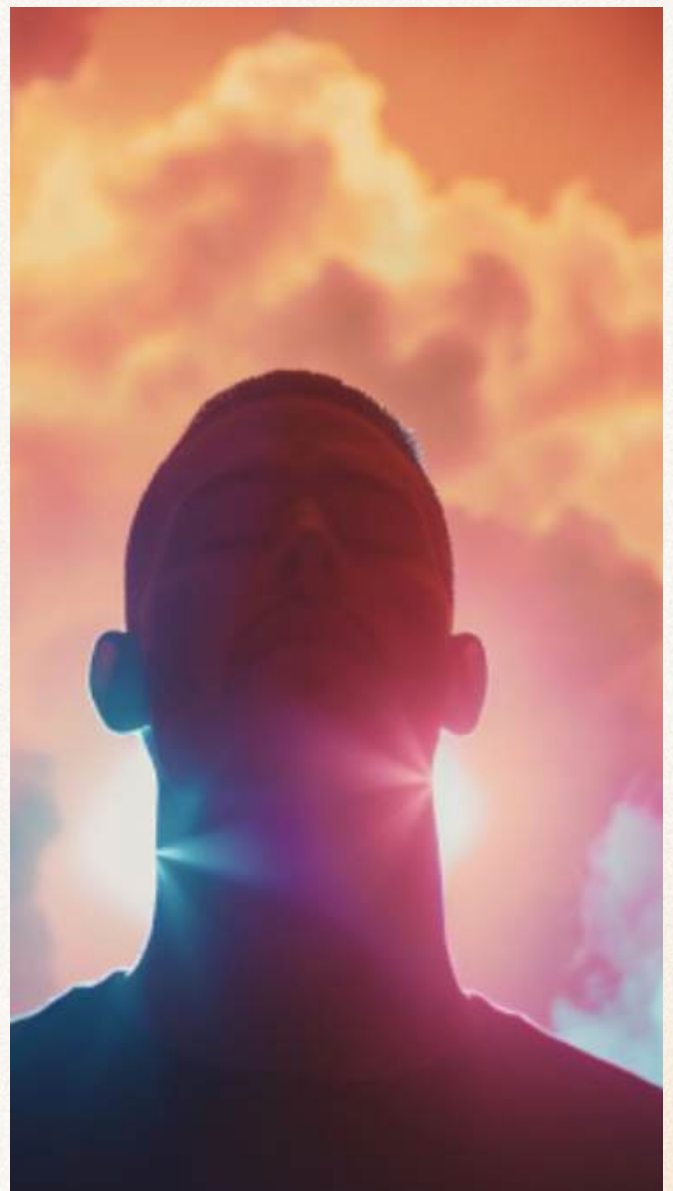
Pick a point to stare at, like a spot on the wall or an object in front of you. Keep your eyes fixed on this point and avoid letting them wander.



Stay Focused

Keep your attention locked on your chosen point. If your mind starts to drift, gently bring it back to your visual anchor without getting frustrated. The goal is to train your brain to stay focused on one thing.

Click the link to [take action](#)



USE THE **POMODORO** TECHNIQUE

WHAT

The Pomodoro Technique is a time management method that helps improve focus and productivity by breaking work into 25-minute focused sessions called "Pomodoros".

WHY

The technique enhances focus, reduces procrastination, prevents burnout, and improves time management by breaking work into structured intervals with regular breaks, making tasks more manageable and boosting productivity.

HOW

Set a timer for 25 minutes, work on a task without distractions, take a 5-minute break when the timer rings, and repeat the cycle, taking a longer break after every four sessions.

Click the link to [take action](#)



FOCUSED ATTENTION TECHNIQUE

WHAT

The Focused Attention Technique (FAT) is a method used to train and improve concentration by directing your awareness to a single point of focus. This could be an object, sensation, thought, or action.

WHY

Helps you stay focused by training your brain to block out distractions whilst strengthening your cognitive control over your attention.

HOW

Choose a single point of focus (like your breath, an object, or a sound), direct your full attention to it, and gently bring your mind back whenever it wanders. Continue doing this for 3-5 minutes or longer if you can.



Click the link to [take action](#)

Action is the engine of progress.
fuel it, and no goal remains
out of reach.



ACTION SPEAKS LOUDER THAN WORDS

01 BUILD MOMENTUM

Once you've taken the first step, keep going. ~~Consistency is key, so focus on doing a little bit every single day.~~

02 BE ACCOUNTABLE

Accountability bridges the gap between good intentions and lasting change. By owning your results and regularly reviewing them, you stay committed to the path you've set out for yourself.

03 FIND A MENTOR

A mentor provides guidance, perspective, and encouragement. They've walked the path before and can help you avoid common pitfalls, fast-track your learning, and refine your strategies.

04 CHALLENGE YOURSELF

Real progress requires stepping beyond your comfort zone. Continuous challenges push you to grow, build resilience, and develop a high level of focus and self-discipline.



Put the tools into action today.

JOIN THE 7 DAY MASTER YOUR FOCUS CHALLENGE

TAKE ACTION NOW ↗

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WALKING BREATHWORK



01 Find Your Pace

Start walking at a steady, comfortable pace. No need to rush; just find a rhythm that feels easy to maintain.

03 Deep Breathing

Focus on taking deep, belly breaths. Inhale deeply through your nose, filling your lungs, and exhale fully through your mouth. This maximizes oxygen intake and clears your mind.

05 Stay Focused

Keep your mind on your breathing and the rhythm of your steps. If your mind starts to wander, bring your focus back to your breath and steps.

02 Sync Your Breath with Your Steps

Match your breathing to your steps. For example, inhale for four steps and exhale for four steps. Adjust the number of steps to what feels right for you.

04 Keep the Rhythm

Stick to a consistent breathing pattern as you walk. If you feel out of breath, slow down your pace or reduce the number of steps per breath cycle.

06 Cool Down

As you finish, slow your pace and take a few moments to breathe naturally. Notice how you feel and let your body relax.

PHYSIOLOGICAL SIGH



01 Take a Deep Inhale

Inhale deeply through your nose, filling your lungs completely.

02 Inhale Again

Before you exhale, take a second, smaller inhale to fully expand your lungs.

03 Long Exhale

Exhale slowly and completely through your mouth. Make sure to get all the air out.

04 Repeat

Do this for 2-3 more cycles. Deep inhale, second inhale, then a slow exhale.

HUBERMAN STARING TECHNIQUE

01 Set a Timer



Decide how long you want to focus. If you're new to this, start with 30-60 seconds.

02 Choose a Visual Anchor



Pick a point to stare at, like a spot on the wall or an object in front of you. Keep your eyes fixed on this point and avoid letting them wander.

03 Stay Focused



Keep your attention locked on your chosen point. If your mind starts to drift, gently bring it back to your visual anchor without getting frustrated. The goal is to train your brain to stay focused on one thing.



EFFECTS OF PHONE ON FOCUS

01 Get Comfortable

Sit down with your back straight and your feet flat on the floor. You can also lie down if that's more comfortable.

02 Inhale

Breathe in slowly through your nose for a count of 4. Focus on filling your lungs completely.

03 Hold

Hold your breath for a count of 4. Keep your body relaxed and still.

04 Exhale

Exhale slowly through your mouth for a count of 4. Make sure to empty your lungs completely.

05 Hold

Hold your breath again for a count of 4 before starting the next inhale.

06 Repeat

Repeat this cycle for 4-5 minutes. Inhale for 4 seconds, hold for 4 seconds, exhale for 4 seconds, and hold for 4 seconds.

