

How to Stay Focused and Productive

Best Practices for Working at Home



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MEDIA INSTITUTE



Create a Workspace that Ensures Your Success



Static Work Stations

Choose a space in your house where you feel comfortable working regularly.

- ★ Put your desk, table, favorite chair, etc. in this space.
- ★ Set up proper lighting.
- ★ Add any necessary electrical cords, sound equipment, files, and other office supplies like pens, sticky notes, etc.

Mobile Work Stations

If you prefer to move around throughout the day:

- ★ Put together a list of items you need to work, i.e. laptop, mouse, big screen, lamp, headset, etc.
- ★ Clear spaces so you have options and keep those areas uncluttered.
- ★ Identify sitting and standing options.

The Importance of Ergonomics

Working in the same position for hours at a time can be unhealthy and cause tension or pain.

- protect your neck, shoulders, and wrists with better screens, keyboards, etc.
- protect your lower back with seating that provides the right support

Test your setup and if it needs improvements purchase new furniture.

Lighting Matters

“Light synchronises the circadian rhythm. It influences our sleep-wake cycle and this has a big influence on our health and productivity.”

Avoid using only top down, ceiling lights, include lamps (table and stand alone lamps) and windows to create direct and indirect lighting options.

“Vertical surface illumination, preferably on large wall surfaces, is vital to create a sense of space and depth.”

- [LUX Review](#)

Structure Your Days with Goals in Mind



Create a Daily Schedule

Create a written schedule for each day for the first few weeks at least.

- ★ If you have trouble sticking to the schedule adjust it.
- ★ Be especially flexible if you have children.
- ★ Be prepared that your productivity may change while you are at home.

Balance Multitasking with Deeper Work

Some types of work require long term, uninterrupted focus on one project or idea.

- ★ Don't be afraid to turn off your email and notifications.
- ★ Create chunks of the day where you can work on more in depth projects.
- ★ If you work with a team be aware they may need uninterrupted time spans, as well as regular communication.

Choose the Right Digital Tools

Most teams working remotely use various types of communications tools:

- ★ Chat
- ★ Project management software
- ★ Video conferencing
- ★ Cloud access
- ★ Proper security

Favorite Tools



Basecamp



Google Drive



Dropbox



OneDrive
for Business

Keep the Creative Juices and the Work Flowing



Meet Regularly

- ★ Plan meetings on a regular schedule.
- ★ Make time for one on one meetings as well as group meetings.
- ★ Turn on video for meetings whenever possible.

Take Breaks

Be sure and get up from your workspace periodically.

- ★ Eat
- ★ Stretch
- ★ Walk

Commit to Specific Days Off

Create clear expectations.

- ★ What days and hours will you work?
- ★ How many days off will you take and what days are they?
- ★ Set healthy boundaries.

Continuous Learning

Use extra time to learn with friends and colleagues.

- ★ How can you personally develop skills?
- ★ How can you build professional skills?
- ★ What shared goals do you have?

Have Fun

Personal connections often motivate and inspire us, as well as make us feel comfortable and confident.

- ★ Connect without an agenda.
- ★ Share inspiration and humor.
- ★ Gamification can increase engagement.

Questions

You do amazing things.
More people should know.



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Free learning opportunities:

- ★ [Free Monthly Webinar](#): Our next Digital Drop-in is Wednesday April 8, 2020
- ★ [Free Community Webinars](#): 3/27 and 3/31
- ★ [Free Digital Marketing Toolkit](#)

Online courses and Asheville events:

Find out more about the [Content Strategy Roadmap](#) and our upcoming [April 14th half-day bootcamp](#) on "New Social Media Strategies to Increase Engagement: How to Build Personal Relationships with Messaging Apps and Chatbots."

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