

From: Erin Hoffman [mailto:erin@optimumproductivity.com]
Sent: Tuesday, August 03, 2010 10:24 AM
To: John Doe [johndoe@acompany.com]
Subject: Executive Insider: Think 15 minutes doesn't matter? Think again.

Hi John,

I thought you might find this interesting. . .

In his 2007 study, Microsoft researcher Eric Horvitz measured the effect of interruptions on a worker's productivity. He found that, when engaged in detailed work such as programming, calculating numbers or design, **workers took an average of 15 minutes to resume their place after being distracted.** It doesn't matter how small the distraction. Just the ping of an email could set a worker back 15 minutes.

Why does this matter to you? As an owner or manager you know that company goals and objectives are reliant on employee productivity. Below is a chart that shows what 15 minutes a day can cost a company over the course of a year.

What can you do?

Here are some ways to reduce interruptions and encourage productive work habits.

- Discourage the habit of checking messages the moment they come in.
- Do not rely on email for urgent correspondence.
- Model productive behavior and institute company best practices.
- Invest in training programs that teach productive habits.

How we can help.

Optimum Productivity offers company packages in [Email](#) and [Task Management](#). These programs go beyond training to reinforce productive habits and sustain success. [Click here to learn more](#) or [contact me](#) to learn about our **FR EE** productivity survey.

I hope you find this information useful.

Best regards,

Erin Hoffman

*15 minutes per day calculated with gross salary plus taxes and benefits.

Hourly Wage	Full Time Gross Pay	15 Minutes Per Day
\$10.00	\$20,800.00	\$783.46
\$12.50	\$26,000.00	\$960.02
\$15.00	\$31,200.00	\$1,136.57
\$17.50	\$36,400.00	\$1,313.12
\$20.00	\$41,600.00	\$1,489.68
\$22.50	\$46,800.00	\$1,666.23
\$25.00	\$52,000.00	\$1,842.78
\$27.50	\$57,200.00	\$2,019.34
\$30.00	\$62,400.00	\$2,195.89
\$32.50	\$67,600.00	\$2,372.44
\$35.00	\$72,800.00	\$2,549.00
\$37.50	\$78,000.00	\$2,725.55
\$40.00	\$83,200.00	\$2,902.10
\$45.00	\$93,600.00	\$3,255.21
\$50.00	\$104,000.00	\$3,608.32
\$55.00	\$114,400.00	\$3,961.42
\$60.00	\$124,800.00	\$4,314.53
\$65.00	\$135,200.00	\$4,667.64
\$70.00	\$145,600.00	\$5,020.74
\$75.00	\$156,000.00	\$5,373.85
\$80.00	\$166,400.00	\$5,726.96

Erin Hoffman is the president of Optimum Productivity. She helps busy professionals and businesses save hours of wasted time each week by showing them how to use their email and their to do list effectively. One-on-one coaching and group training is available. For more information contact Erin at erin@optimumproductivity.com or call (805) 602-2096.



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