



Tips to keep you airborne!



Peaky blinders

October 2023

If you have at least 2 minutes to read and ponder this month's newsletter, bravo to you. If not, flag it until you do!

There's no doubt that the richest "two-mile" handicap in the world, aka 'the race that stops the nation', run at Flemington racecourse in Melbourne, on the first Tuesday of every November, is indelibly inked on the minds of the locals.

Picture charged-up, thoroughbred horses in stalls, with blinkers on, champing at the bit to get the 3,200m show on the road, whilst equally charged-up spectators don their own blinkers, in an attempt to keep both eyes glued to their 'winning horse'.

There is indeed big investment in this race, which will, no doubt, easily capture the attention of the nation and beyond, for the average 3 minutes and 20 seconds that it takes to run.

Now here's what's interesting... and what dawned on me this morning when I spied the November date in my calendar...

It's the fact that the time it takes to run this race coincides with the length of time that an average adult, working in an office, stays on one task.

Yes, it's 3 minutes (according to Gloria Mark, professor of infomatics at The University of California, Irvine).



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So, it's no wonder that the race successfully grabs the attention of the nation, as opposed to, say, 5-day test cricket, which quite frankly leaves me and a lot of other people I know, a tad stumped...lol.

I don't know about you, but I feel like a broken record when it comes to the little voice in my head chirping "I can't believe it's almost Christmas again. Where did the year go?"

I used to put it down to an advancing age thing until I read some figures by Dr Martin Hilbert, and Dr Priscilla Lopez, scientists at the Uni. of Southern California and the Open Uni. of Catalonia, respectively (thanks to Johann Hari for the heads up on this).

Imagine reading an 85-page newspaper, cover to cover. Seems like a lot of info to digest, yes?

Well, it appears that back in 1986, all the info we were bombarded with through radio, reading and TV, amounted to 40 newspapers worth of info every day. Enough to give you indigestion, in my book.

Now, fast forward to 2007 (do you remember when Apple released the first iPhone?) The esteemed scientists ran the numbers and worked out that the information overload had jumped to an equivalent of reading 174 newspapers a day.

Now I feel an attack of IBS (irritable bowel syndrome) coming on.

There's no doubt that since the release of the first iPhone, technology has advanced at breakneck speed and who knows what the equivalent number of newspapers might be in 2023.



As an aside, IBS has been symptomatically associated with mental health issues, which have multiplied significantly since 2007 (according to Dr Anna Lembke, medical director of Stanford Addiction Medicine, more than 1 in 4 American adults and more than 1 in 20 American children take a psychiatric drug daily.)

So, here's the takeaway...

The opening of the floodgates of information on our neurology has poured acid on our limited cognitive bandwidth, leaving us with the attention span shorter than that of a goldfish, in addition to creating the impression of time speeding up.

My question to you is...

In this 'race' called life, what kind of race do you want to run? Will you limp to the finish line or crash and burning long before reaching it?



I urge you to search for an exceptional pair of peaky blinders that will help you cut to the chase of that which you pursue. The attention economy is worth a fortune.

What price do you put on yours?

Think about how you might rein in your attention/improve your focus and feel more at ease.

By the way, did I mention that I can't believe it's almost Christmas again? Where did the year go?

Hmmm...acid on memory too...lol.

So, for what's left of this month and beyond, here's to backing yourself 100%.



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There is no doubt you'll be backing a winner.

Blinkers on...3-2-1...and you're off!

Caroline

PS - If you're ready, work with me directly to see how you can benefit from some wellbeing coaching to improve your focus and sharpen your attention span. Reply to this email with "yes, more information please".

PPS - If you know of anyone who might enjoy reading my newsletters, feel free to forward this to them and ask them to subscribe!



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