

Environmental Impact



Researchers at the Princeton University Neuroscience Institute published the results of a study they conducted in the January issue of The Journal of Neuroscience that shows us why our environment can impact our fruitfulness so profoundly.

From their report "Interactions of Top-Down and Bottom-Up Mechanisms in Human Visual Cortex":

"Multiple stimuli present in the visual field at the same time, compete for neural representation by mutually suppressing their evoked activity throughout visual cortex, providing a neural correlate for the limited processing capacity of the visual system."

Or, to paraphrase in non-neuroscience jargon: When your environment is cluttered, the chaos restricts your ability to focus. The clutter also limits your brain's ability to process information. Clutter makes you distracted and unable to process information as well as you do in an uncluttered, organized, and serene environment.

DECLUTTER

Schedule some time for tidying up your work space and (or) home environment. You can find time for this, one of two ways.

1. The 10-minute timer technique. Every day at your chosen time, set a time for 10 minutes. Work on decluttering for ONLY 10 minutes, then stop. Repeat again the following day
2. The blitz technique. Clear a day from the diary to really blitz it. Make sure there are no other distractions: kids, phones, spouses, work. Give yourself the gift of a full day of decluttering

Either way, make some time soon. And enjoy the result a clear space can have on your peace of mind and fruitfulness.