The Digital Overload Antidote:
The Business Case for Digital Detox

The Problem: The High Cost of Constant Connectivity

### Digital Overload Undermines Organizational Performance
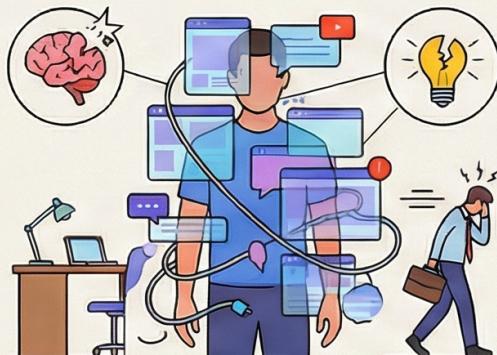
reduces productivity, creativity, and decision quality while increasing employee turnover

23 Minutes Lost Per Interruption

Refocus Time

23 Minutes

It takes an average of 23 minutes for a knowledge worker to fully refocus after a digital interruption.

Employee Wellbeing is at Risk

Anxiety   Sleep Disruption   Burnout

Overload is linked to anxiety, sleep disruption, and burnout, eroding the recovery time needed for sustained performance.
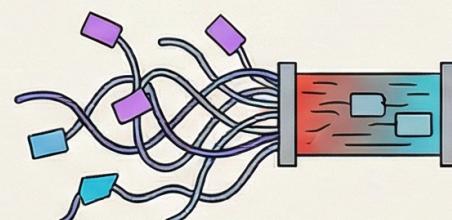
The Solution: Evidence-Based Digital Detox Strategies
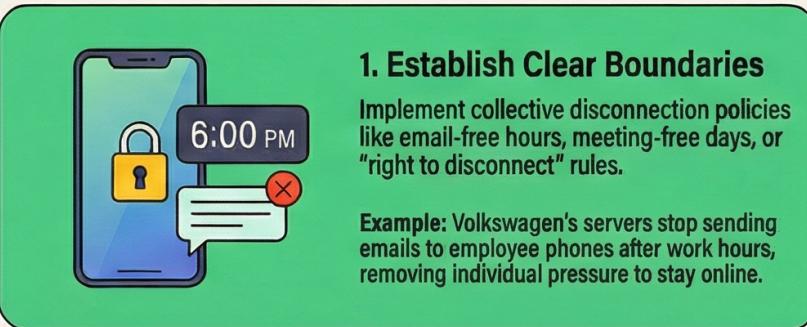
1. Establish Clear Boundaries

6:00 PM

Implement collective disconnection policies like email-free hours, meeting-free days, or "right to disconnect" rules.

Example: Volkswagen's servers stop sending emails to employee phones after work hours, removing individual pressure to stay online.

2. Redesign Communication Norms

Wednesday

Rationalize communication channels and default to asynchronous communication to protect deep work and reduce interruptions.

Example: Dropbox declared "meeting-free Wednesdays" to reduce video call fatigue and allow for more focused, asynchronous work.

3. Lead by Example

Culture change requires leaders to visibly model healthy tech habits, like fully disconnecting during vacation.

Example: Boston Consulting Group requires teams to schedule predictable, disconnected time off each week, a policy driven by leadership.