

The <sup>+</sup>  
Power  
of Being  
Bored



**Isn't that  
counter-  
productive?**



No, it's quite  
literally the  
opposite



**Yes,  
in fact it can  
make you more  
CREATIVE**

And more +

**PRODUCTIVE**

Taking the time to  
do something  
**completely different**  
doesn't mean your  
brain stops.



It gives it  
the space to  
**explore new ideas**  
other than focus on  
the physical tasks  
it was preoccupied with

**So next time you  
are rushed off your feet  
and feel like you're  
getting nowhere fast,  
hit pause to get back  
on track...**





**...and try these  
mindless tasks:**

**Go for a walk**

**Meditate**

**Iron your bedsheets**

**Tidy up**

**Water the plants**

***“Almost everything will work again if you unplug it for a few minutes, including you.”***

*Anne Lamott*



New Founder Hacks is a new project by Ash Rathod at Digital Focus Creatives to help solopreneurs accelerate their growth