

## Shiny Object Syndrome



This phenomenon has many labels, none of which I particularly like so I use SOS as it is relatable to all and offensive to none. We all suffer from it at different times, probably more often than we would like to admit. I fell prey to it when multi-tasking became all the craze. I would have 15 applications open, 3 or more documents in each, be on a conference call and answering emails at the same time. I quickly figured out that I must be slower than the rest of the world as I discovered I could not do multiple things at once **well**.

What I found was happening was that I would be looking through my inbox for a specific email and see something unrelated, open it only to find that it reminded me that I hadn't had coffee yet. I would get up to get it and see a document that was left in the copier which I would stop to read. That would remind me that I had forgot to call back the client I had information for so I would head back to my office and someone would stop me and ask if I had completed the spreadsheet I had promised and so went my days.

I decided I had to stop the madness! I have since joined MA (Multi-taskers Anonymous) and found that it was ok to say I am not in the Cool Girls Club. I get much more satisfaction in starting and finishing a task and doing it well versus explaining to my IT guys why my computer was locked up AGAIN because I HAD to have 15 applications open at once.

To say I have completely recovered from SOS. (funny that the military uses the same acronym as a distress signal) is an exaggeration. But I now recognize when I am becoming afflicted and recover before I spiral too far downward. So I am starting a movement, SOSOS (Stamp Out Shiny Object Syndrome). I know it is not very catchy, I am working on that. Feel free to join me, you can remain anonymous if you prefer as I recognize there is a stigma attached to admitting you are not proficient at the "M" word.

To join the movement, email me at [tvoltin@cosourceinc.com](mailto:tvoltin@cosourceinc.com).