UK adults, on average, spend around 4 hours on their phones every day.

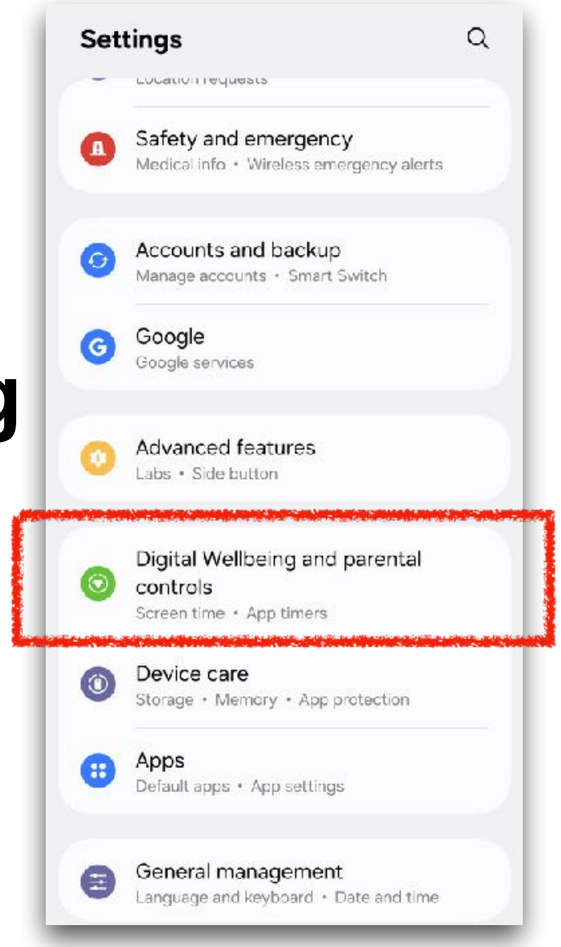
Ofcom, 2025

How many hours do you spend on your phone every day?

Go to Settings

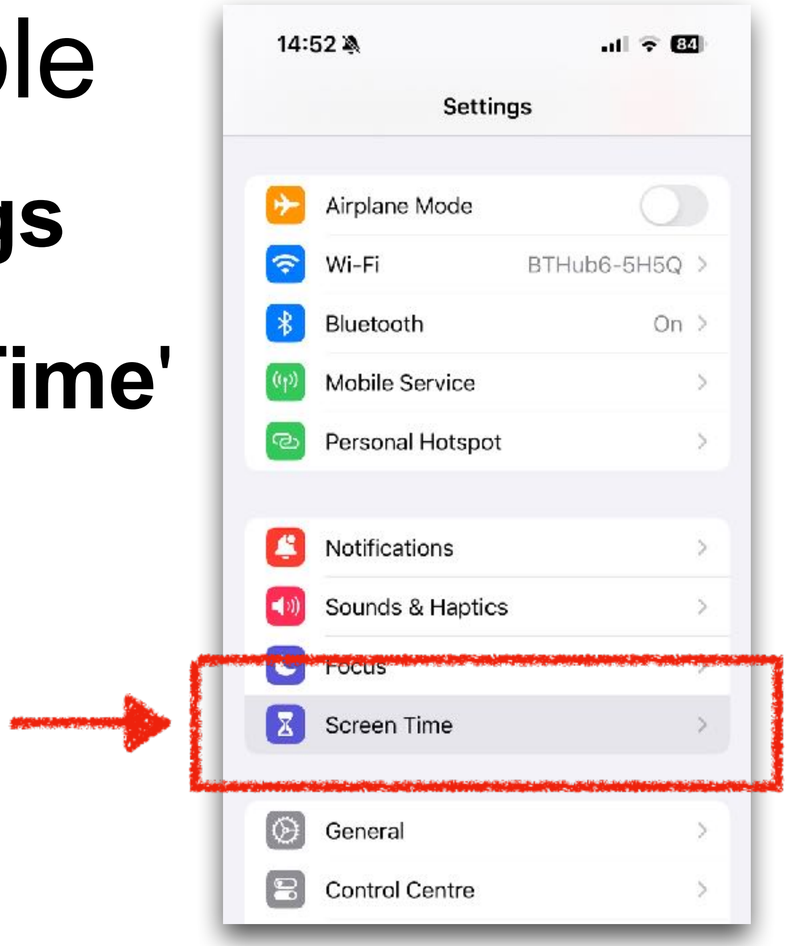
Android

Settings
>
‘Digital Wellbeing and parental controls’

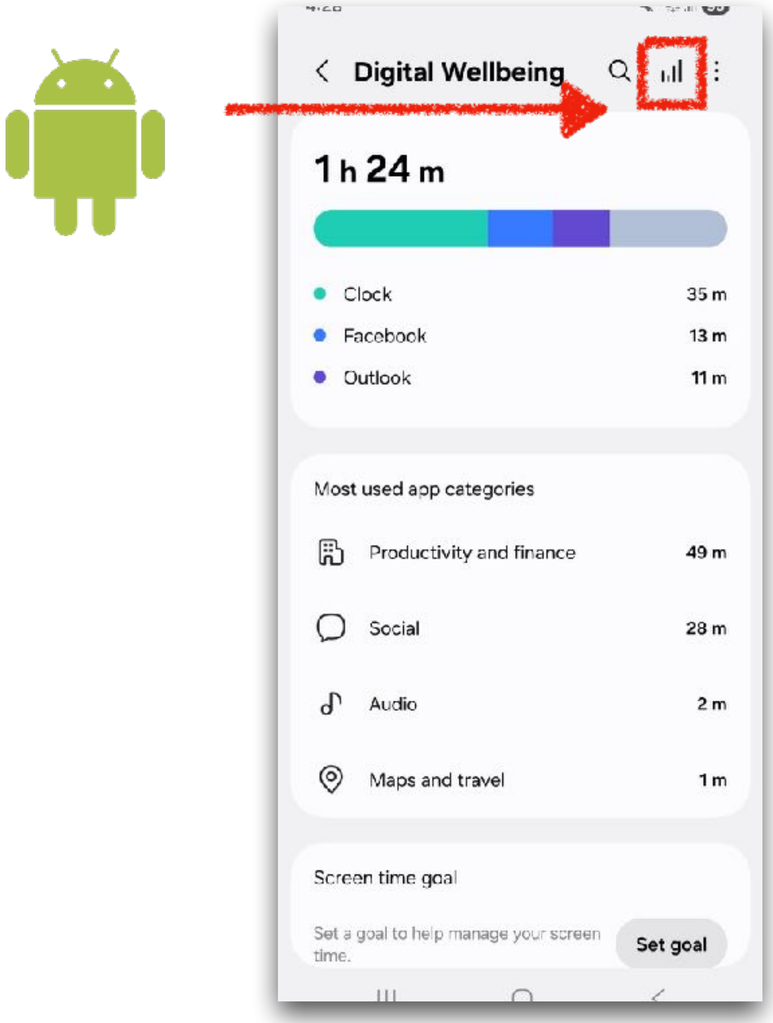


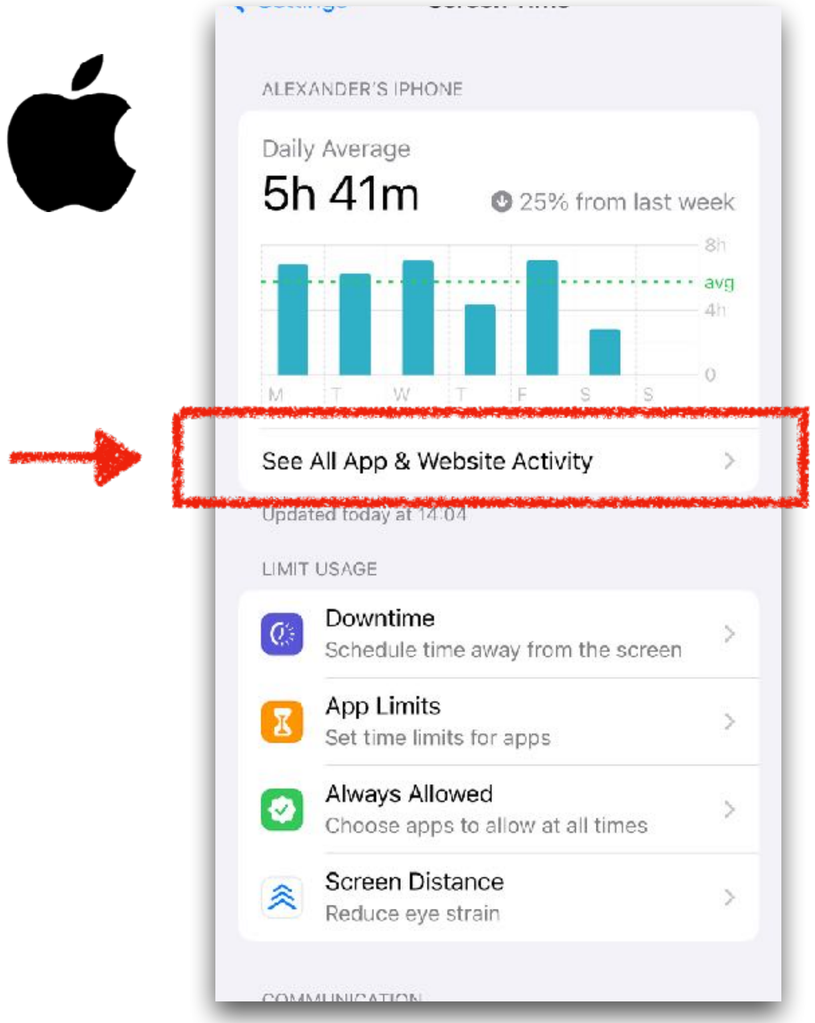
Apple

Settings
>
‘Screen Time'

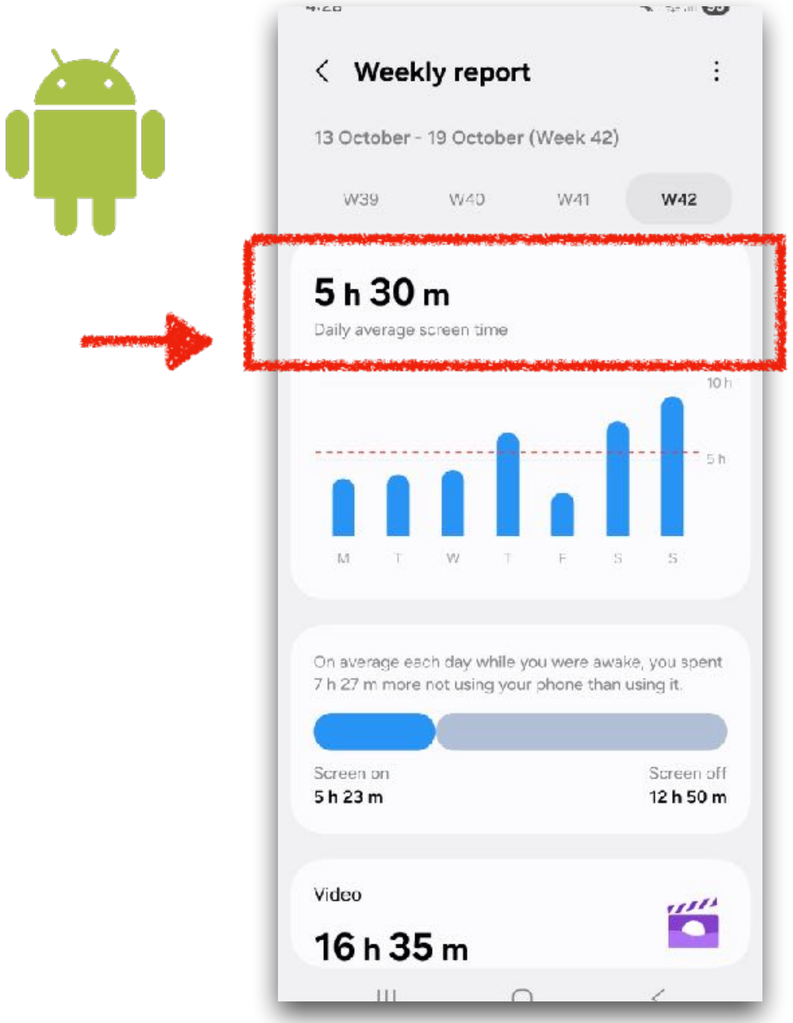


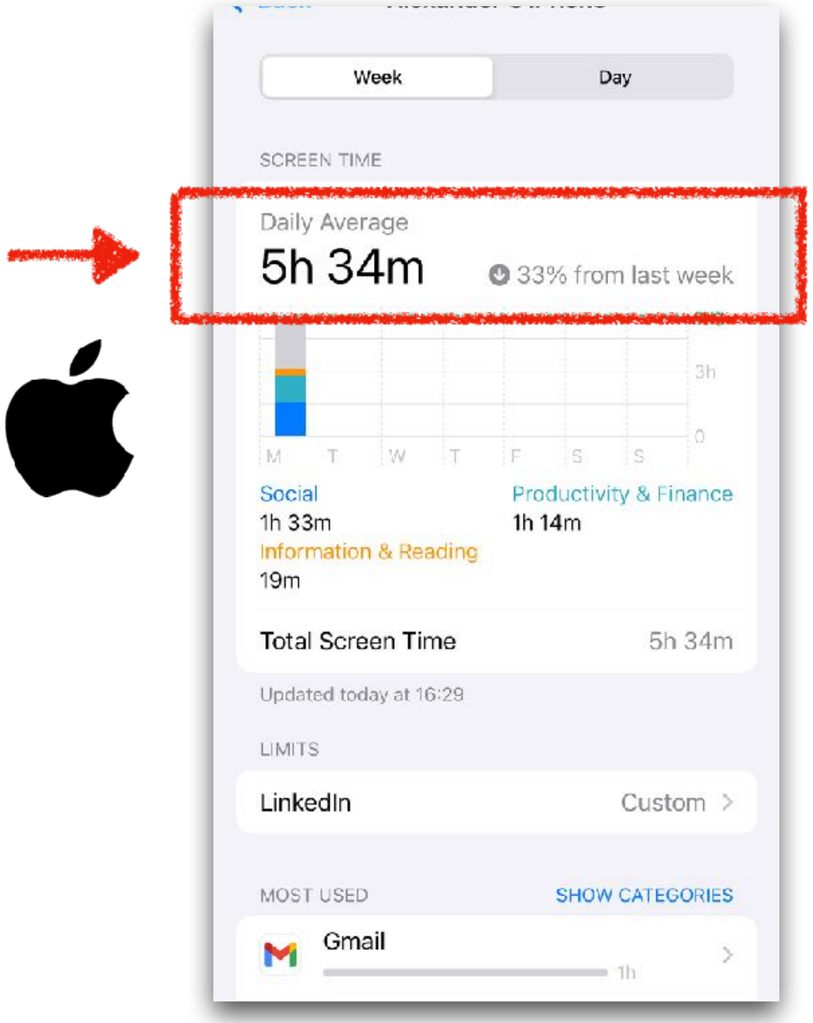
Find your weekly report





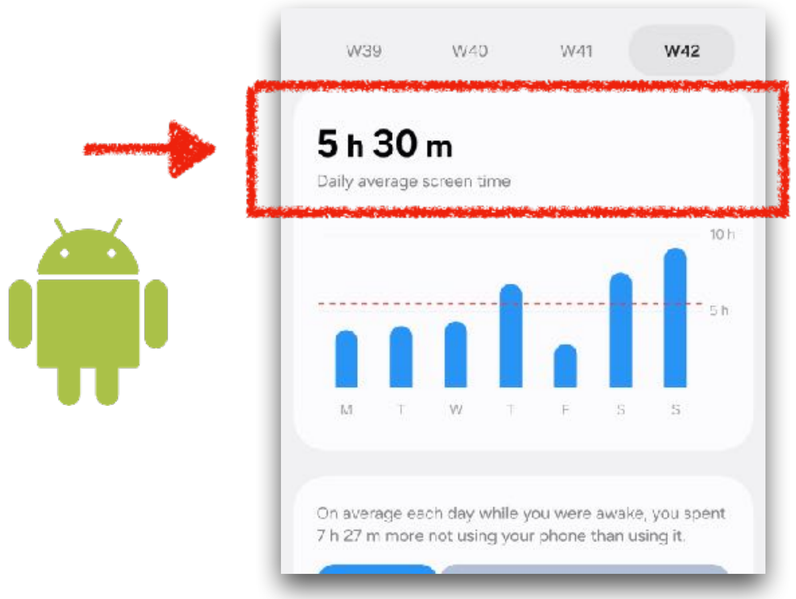
See your average daily screen time

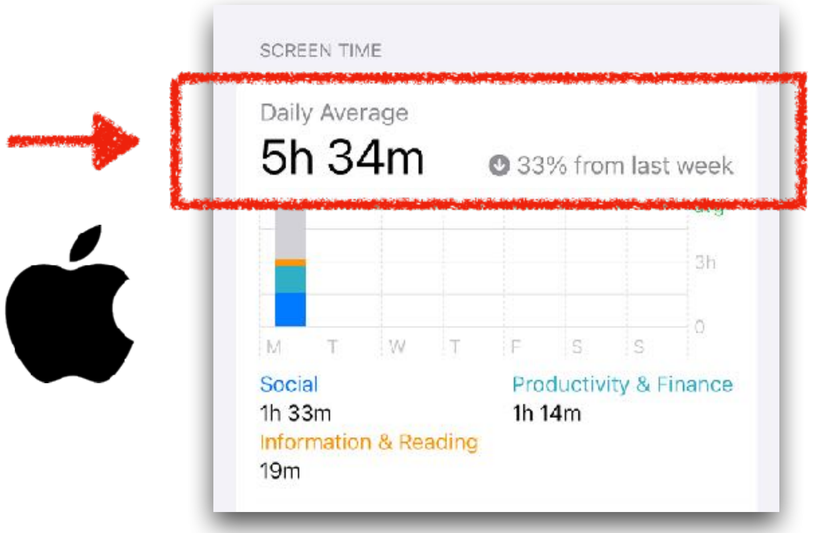




How much screen time over the next 5 years?

$$\left(\text{Avg. daily screen time} \times \text{1,825 (5 years)} \right) \div 24 = ?$$





How much screen time over the next 5 years?

$$\left(\text{Avg. daily screen time} \times \underset{\text{(5 years)}}{1{,}825}\right) \div 24 = ?$$

(1 hour x 1,825) ÷ 24 = **76 days**

(2 hours x 1,825) ÷ 24 = **152 days**

(3 hours x 1,825) ÷ 24 = **228 days**

(4 hours x 1,825) ÷ 24 = **304 days**

76 days

152 days

How does that number make you feel?

228 days

304 days

400 days


iPhone


Рита
Рашсовна
1990




iPhone

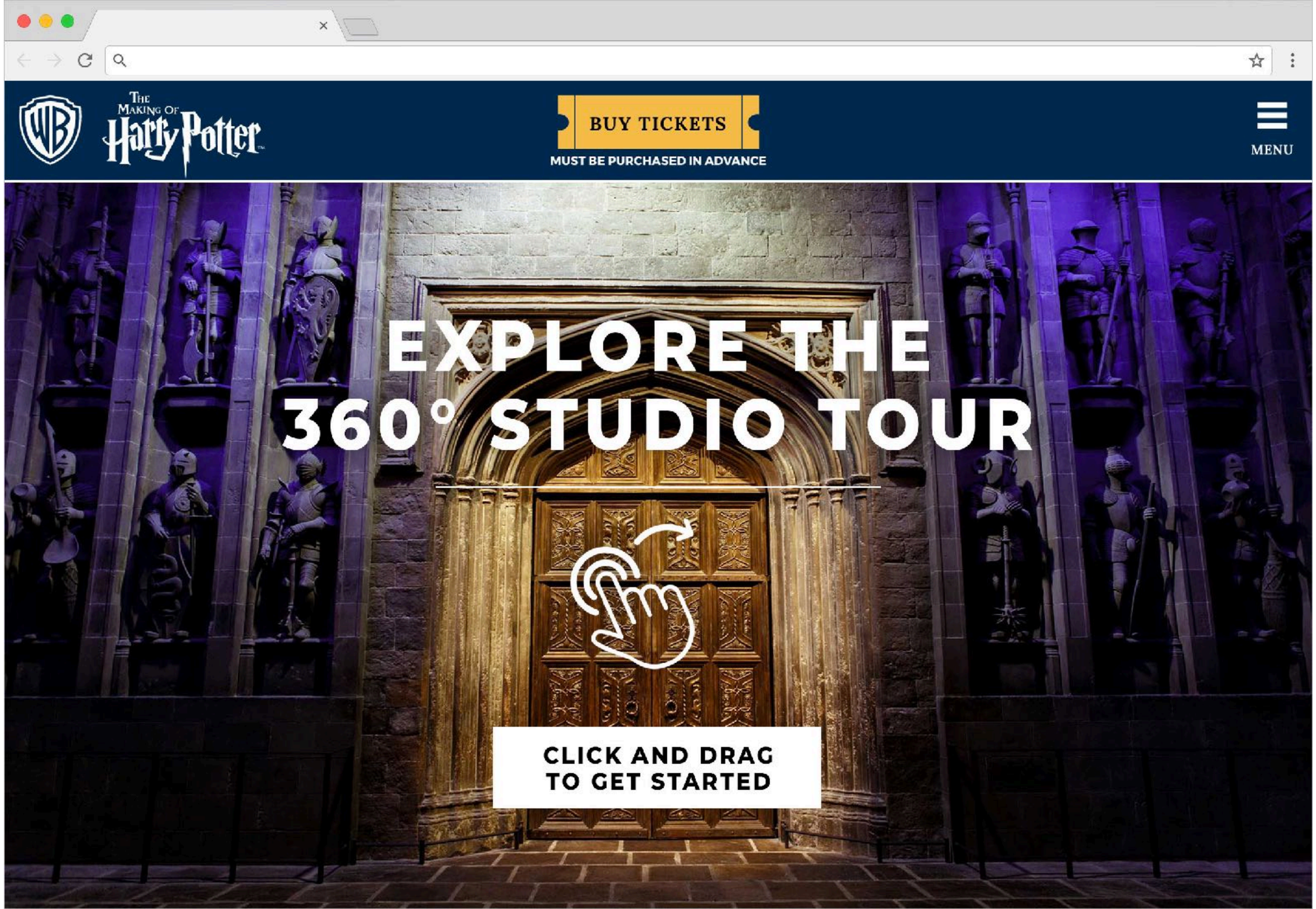



26%
MORE FOCUS






Harry Potter
WARNER BROS.
STUDIO TOU
Google


The Making of Harry Potter
BUY TICKETS
MUST BE PURCHASED IN ADVANCE
MENU
EXPLORE THE
360° STUDIO TOUR
CLICK AND DRAG
TO GET STARTED

“Things that seem unimaginable today

…will become inevitable tomorrow.”






AL CONDOMINIO
RISTORANTE
VERONA




A free bottle
of wine!!



their next visit.

Needless to say, with the promise of free wine, the restaurant has done a roaring trade among those willing to partake in the mobile phone detox.

"The response has been very positive," said Lella. "Ninety per cent of



their next visit.

the restaurant has done a

"The response has been very positive," said Lella. "Ninety per cent of customers have opted to leave aside their phones in exchange for wine. It really is a beautiful thing to see people embracing it - they are talking to each other rather than looking at photos or responding to messages on their phone."

Is the true price of connection just a free bottle of wine?



How do you serve human connection?




ALEXANDER
BELL



How quickly do you check your smartphone after waking?

Under 5 min	6 - 30 min	31 - 60 min	61 min+
23%	20%	12%	45%

University of Hong Kong, Jung Jae Lee et al · 3,162 adults · JMIR Mental Health · 2020



How quickly do you check your smartphone after waking?

Under 5 min	6 - 30 min	31 - 60 min	61 min+
23%	20%	12%	45%

+74% **anxiety** (symptoms)

+84% **depression** (symptoms)

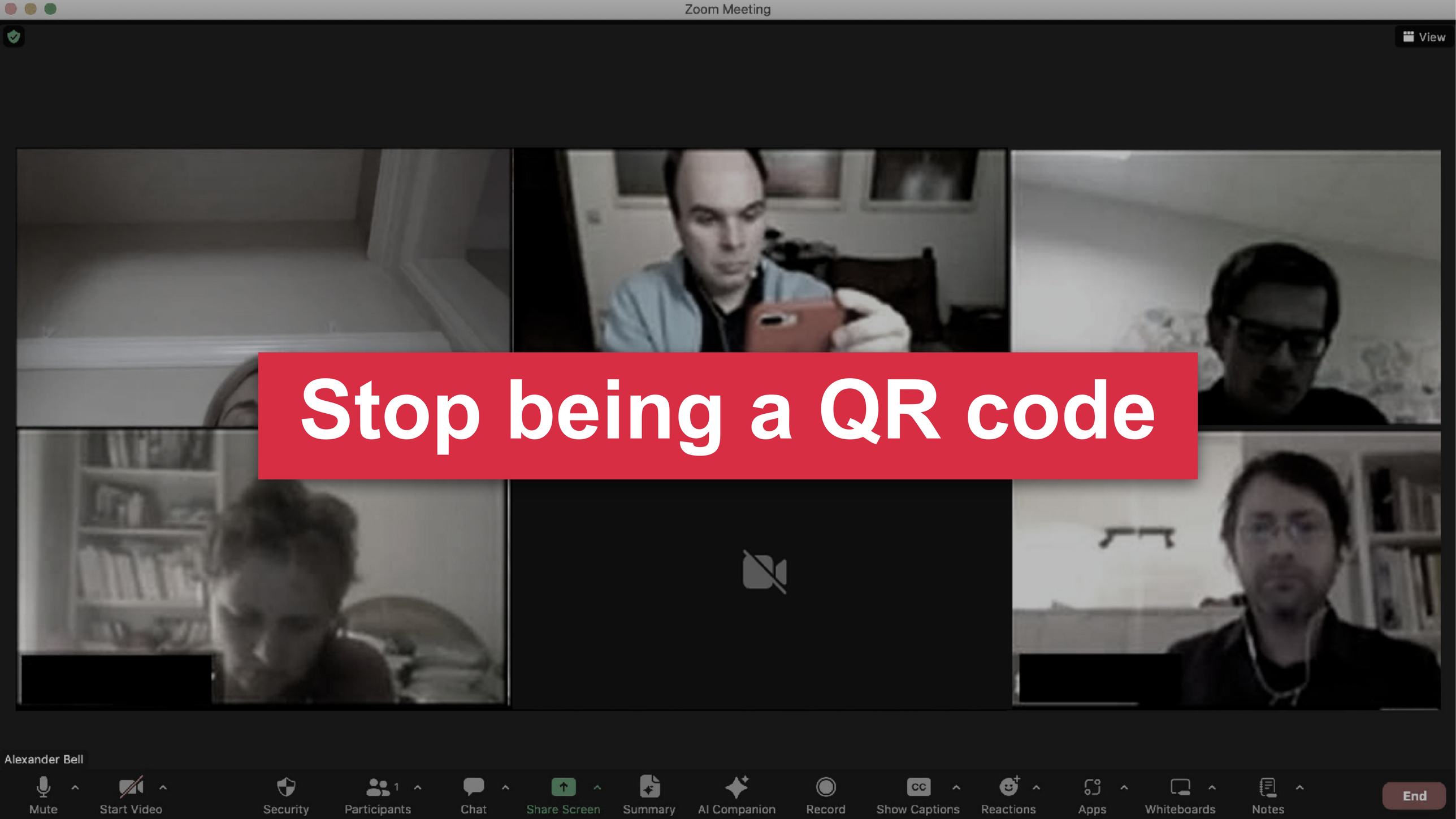
University of Hong Kong, Jung Jae Lee et al · 3,162 adults · JMIR Mental Health · 2020




We’re stressed,
before we’re dressed!




Zoom Meeting
View
Alexander Bell
Mute
Start Video
Security
Participants
1
Chat
Share Screen
Summary
AI Companion
Record
Show Captions
Reactions
Apps
Whiteboards
Notes
End


Zoom Meeting
View
Stop being a QR code
Alexander Bell
Mute
Start Video
Security
Participants
1
Chat
Share Screen
Summary
AI Companion
Record
Show Captions
Reactions
Apps
Whiteboards
Notes
End



Be the free wine

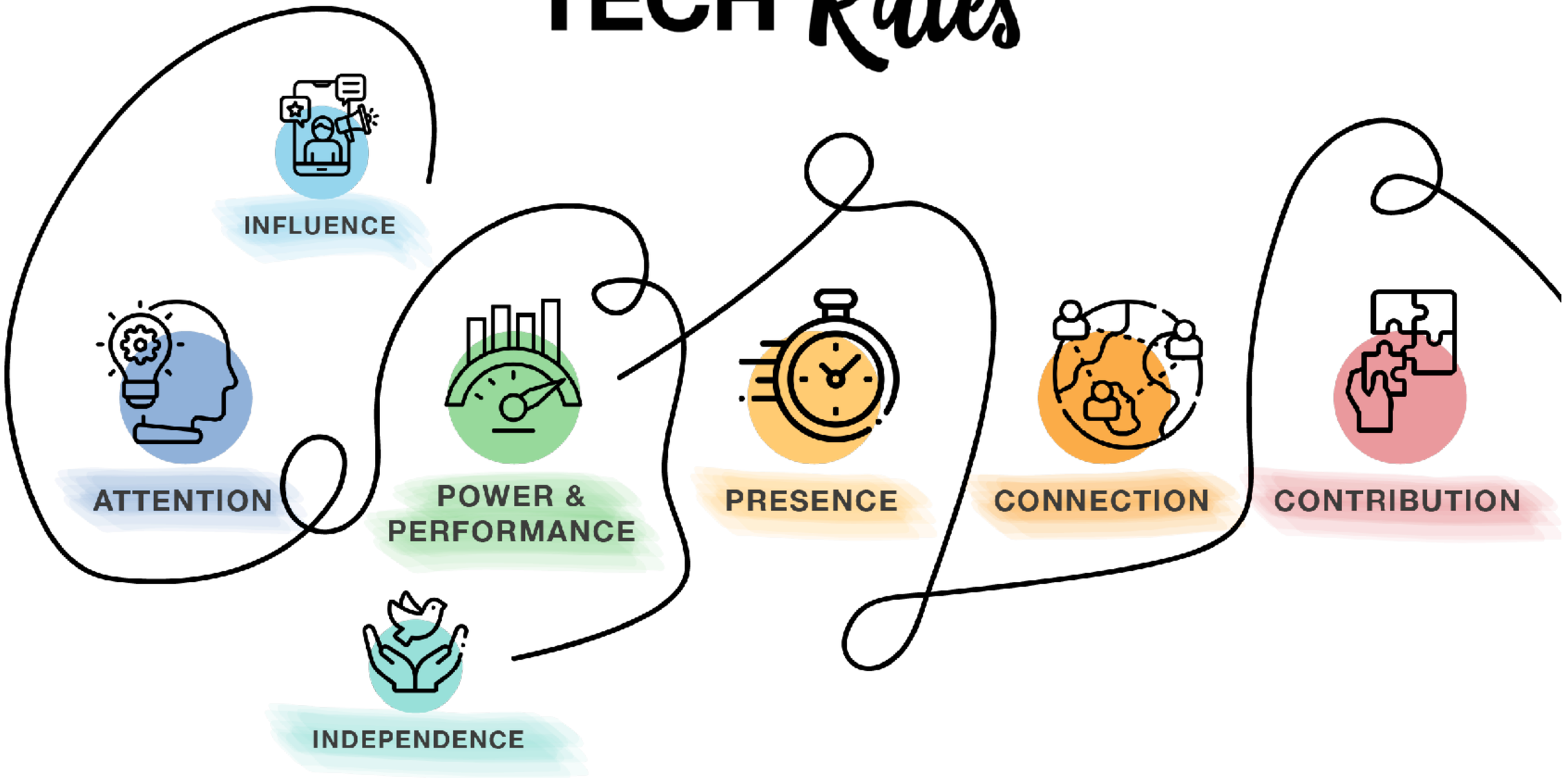



Google Beam


DUNBAR

TECH *Rules*®

TECH Rules®


INFLUENCE
ATTENTION
POWER &
PERFORMANCE
PRESENCE
CONNECTION
CONTRIBUTION
INDEPENDENCE

TECH Rules®


TECH Rules
PERFORMANCE
GET DRESSED BEFORE YOU GET STRESSED
TECH Rules
CONNECTION
FOCUS ON THE WORLD IN FRONT OF YOU
TECH Rules
ATTENTION
USE YOUR ATTENTION INTELLIGENCE

TECH Rules®



TIME

=



SLEEP



CONSCIOUS



ATTENTION

TECH *Rules*®



TIME

=



ATTENTION

ATTENTION

Intelligence®


4 States
of Focus

Windows





Mac

LeechBlock

freedom



SelfControl

OneTab



Forest

Opal

Dumb Phone



Cape

android





StayFree Apps

iPhone



‘Digital Wellbeing’
>
‘App timers’



LIMIT
by freedom



‘Screen Time’
>
‘App Limits'

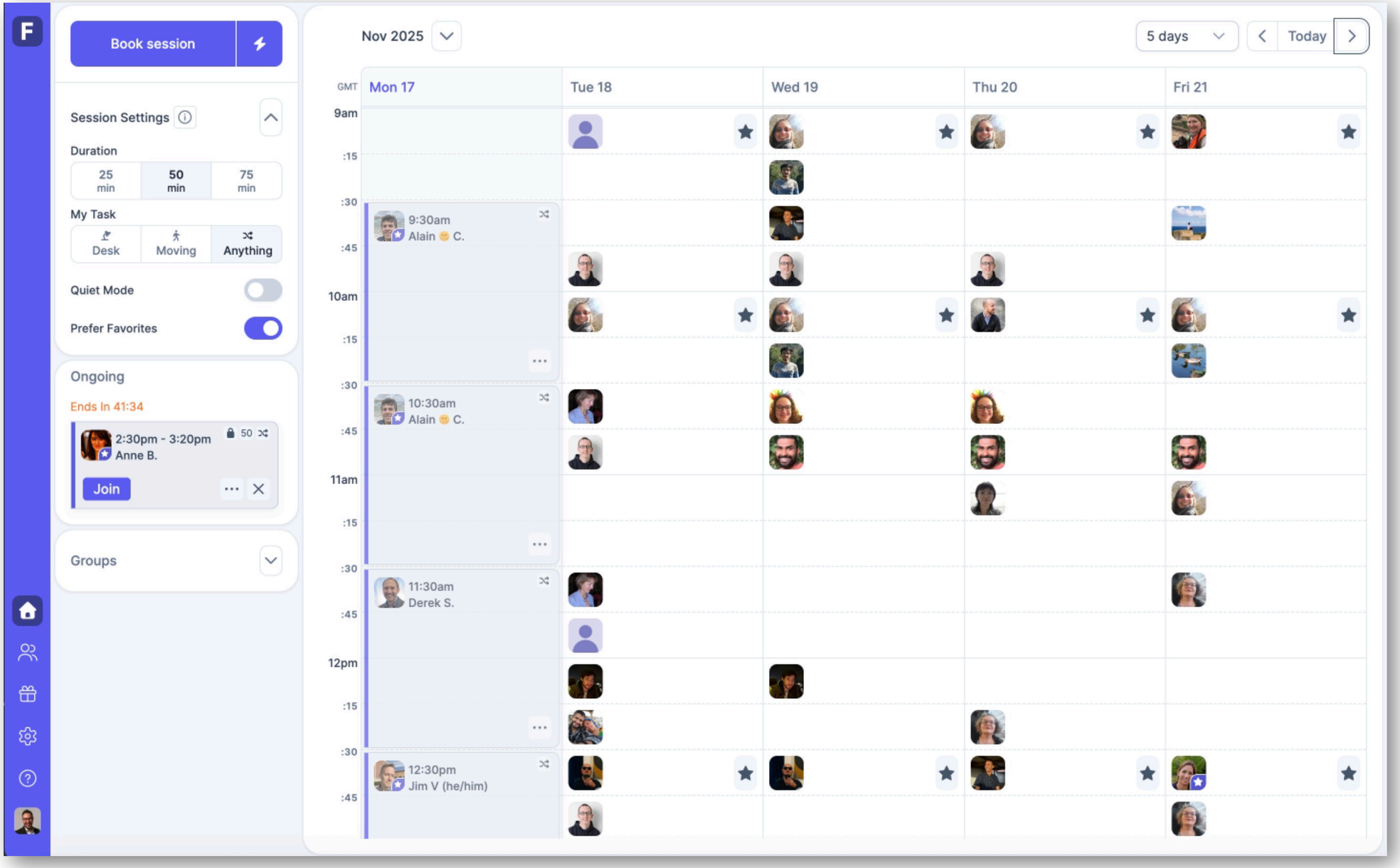
Focusmate.com



"Focusmate **improves my performance at work**"

93%

AGREE OR
STRONGLY AGREE


Book session
Session Settings
Duration
25 min
50 min
75 min
My Task
Desk
Moving
Anything
Quiet Mode
Prefer Favorites
Ongoing
Ends In 41:34
2:30pm - 3:20pm
Anne B.
50
Join
Groups
Nov 2025
5 days
Today
GMT
Mon 17
Tue 18
Wed 19
Thu 20
Fri 21
9am
:15
:30
:45
10am
:15
:30
:45
11am
:15
:30
:45
12pm
:15
:30
:45
9:30am
Alain C.
10:30am
Alain C.
11:30am
Derek S.
12:30pm
Jim V (he/him)

Focusmate.com



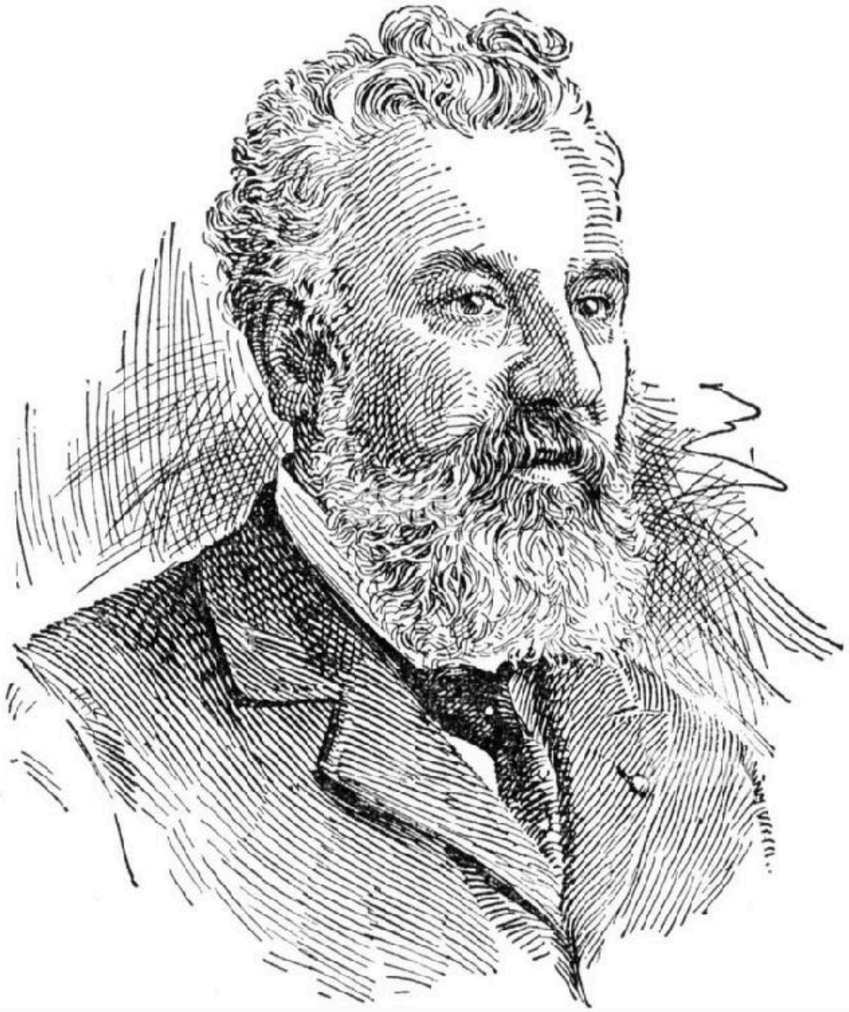
"Focusmate **improves my performance at work**"

93%

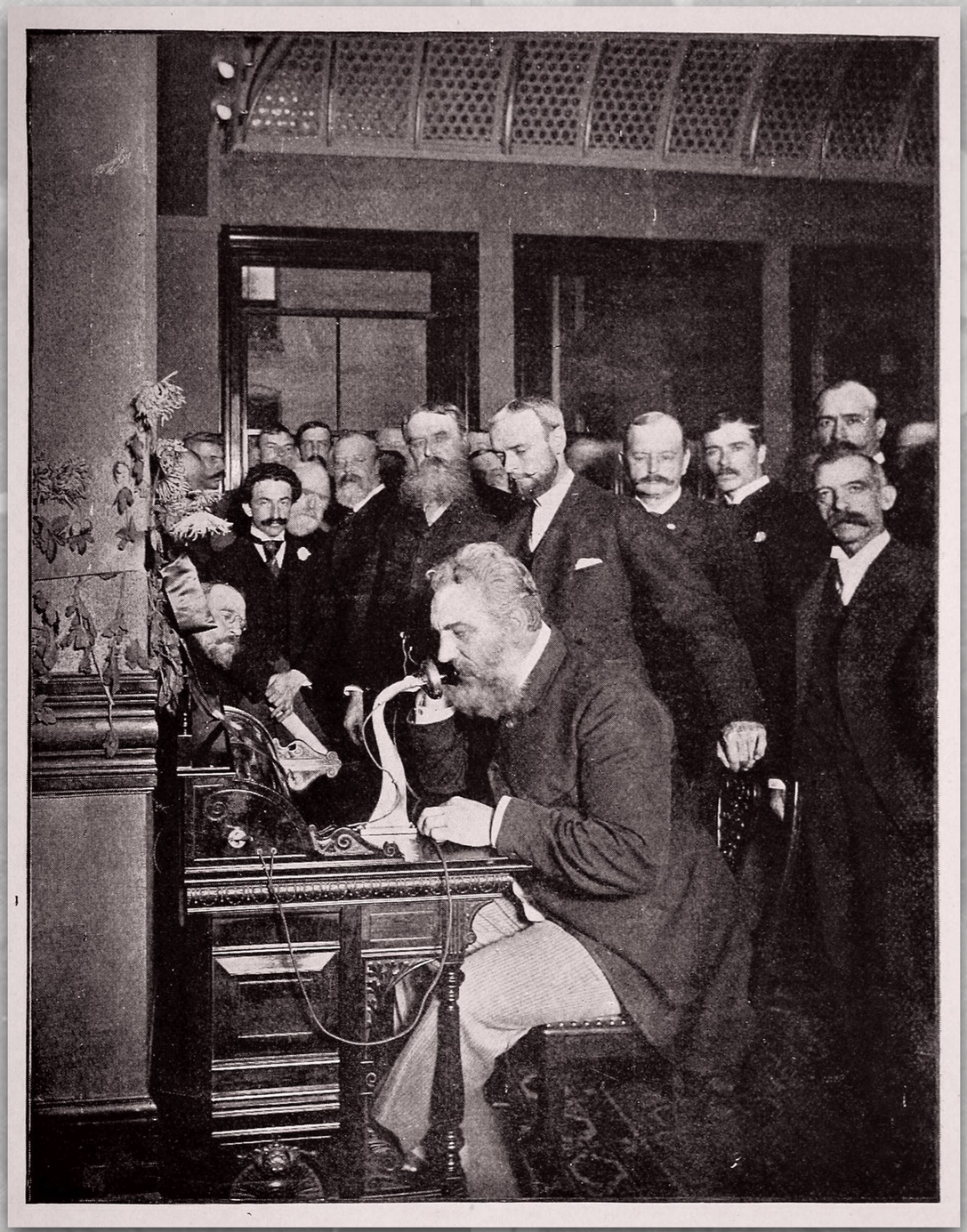
AGREE OR
STRONGLY AGREE

Alexander Graham Bell

1847



1922







“When we can’t sit next to each other, a telephone call is the next best thing.”

Marty Cooper


iPod
Phone
Internet

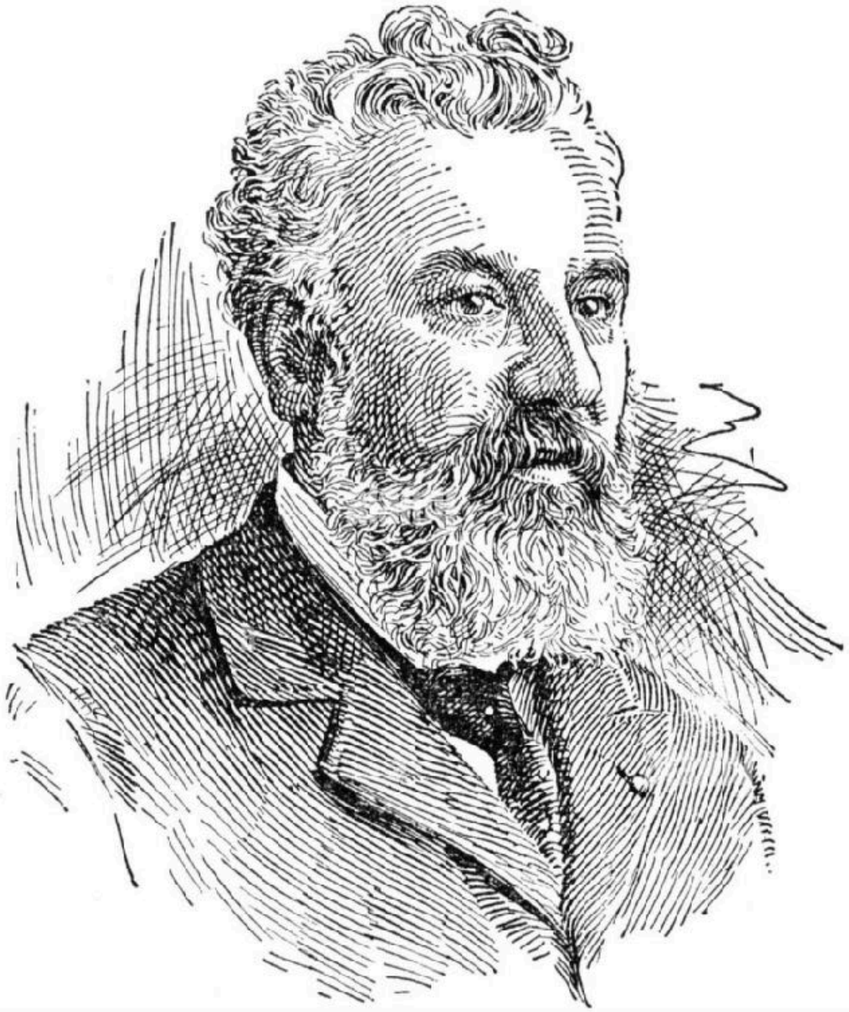







Google Beam

Alexander ~~Graham~~ Bell










Alexander Bell




Give life The Full Monty.


Give your phone The Full Monty.

ATTENTION

Intelligence®

TECH Rules®



Without **TECH** *Rules*®

tech rules you.