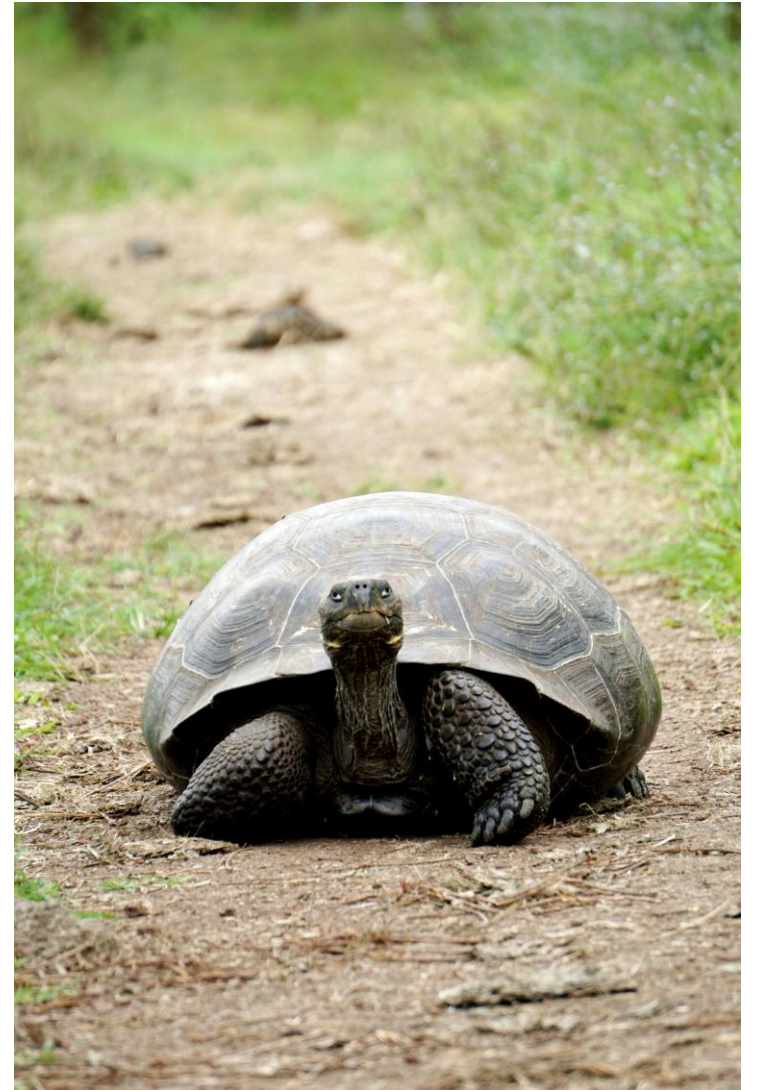


How to beat procrastination by understanding executive function

Helen Lindop



“I know what to do, but I can’t make myself start.”

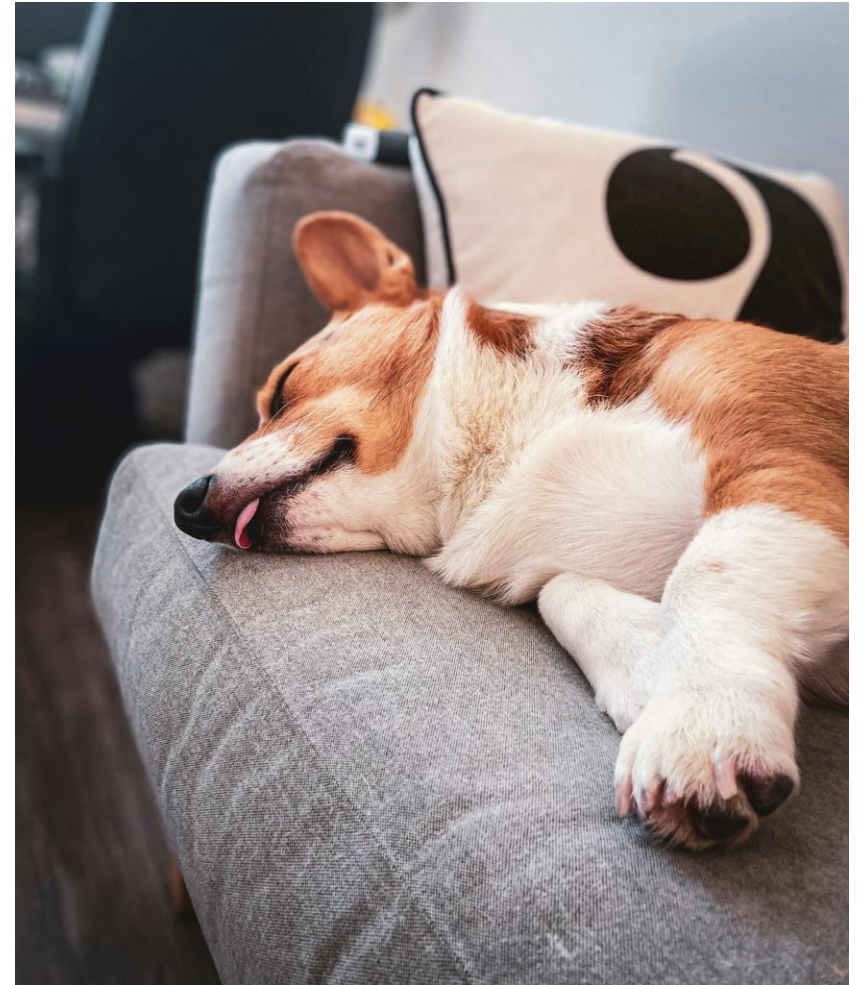
Lazy

Don’t care enough

Lack of willpower

Lack of discipline

Just get on with it



Executive functions

'Swiss army knife' of mental processes that enable you to get things done, including:

(List by [Peg Dawson and Richard Guare](#))

Response inhibition

thinking before acting, resisting impulses

Working memory

holding information in mind while using it & **it's smaller than you think**

Emotional control

managing feelings to achieve goals

Sustained attention

staying focused despite boredom or distraction

Task initiation

starting tasks without excessive delay

Planning & prioritisation

setting goals and deciding what matters most

Organisation

keeping track of materials, information, and systems

Time management

estimating, allocating, and using time effectively

Flexibility

adapting to change, shifting strategies

Metacognition

self-monitoring, self-evaluation, thinking about thinking

Goal-directed persistence

staying on track toward long-term goals

Stress tolerance

functioning well under pressure

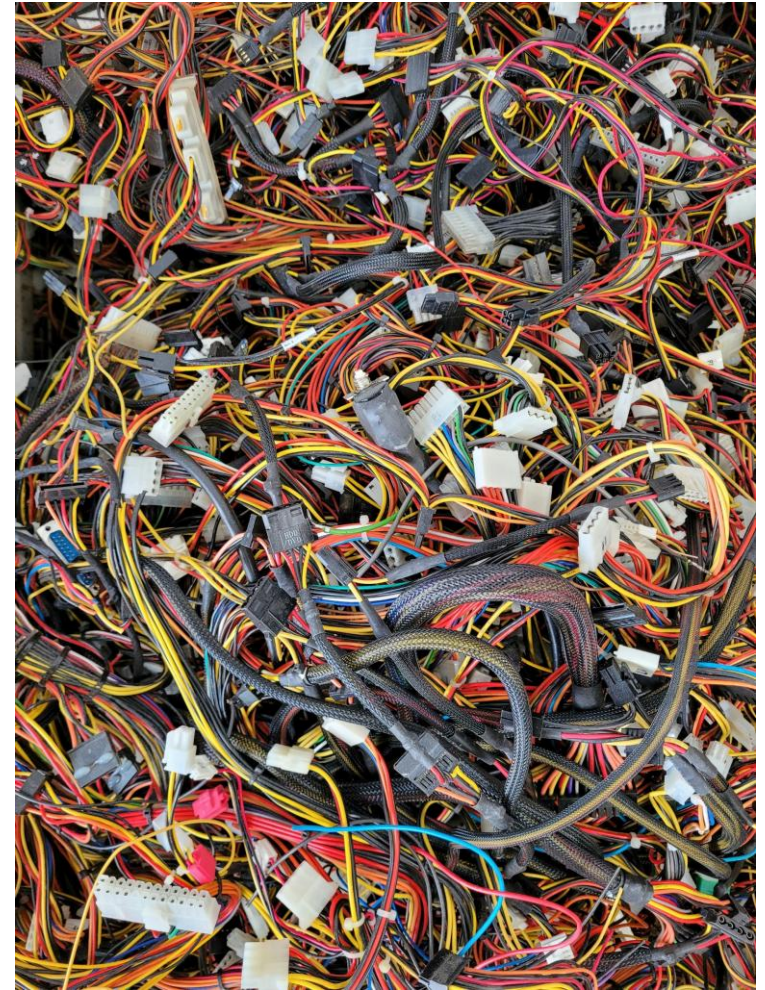
Owning a business makes high demands of your executive functions

No boss to give you structure, goals and deadlines

Many 'hats' means lots of context switching

High emotional stakes because your business *is* personal

Lots of estimating how long everything takes



What can you do to improve your executive function?

Can improve skills as an adult to some extent, but it's much more effective to **reduce the load on your brain**

Improve your environment (reduce noise, clutter, distractions)

Use calendars, planners, to do lists, time blocking

Reduce context switching/ multitasking

Colour coding, mind mapping, make it visual

Body doubling

Break into small steps

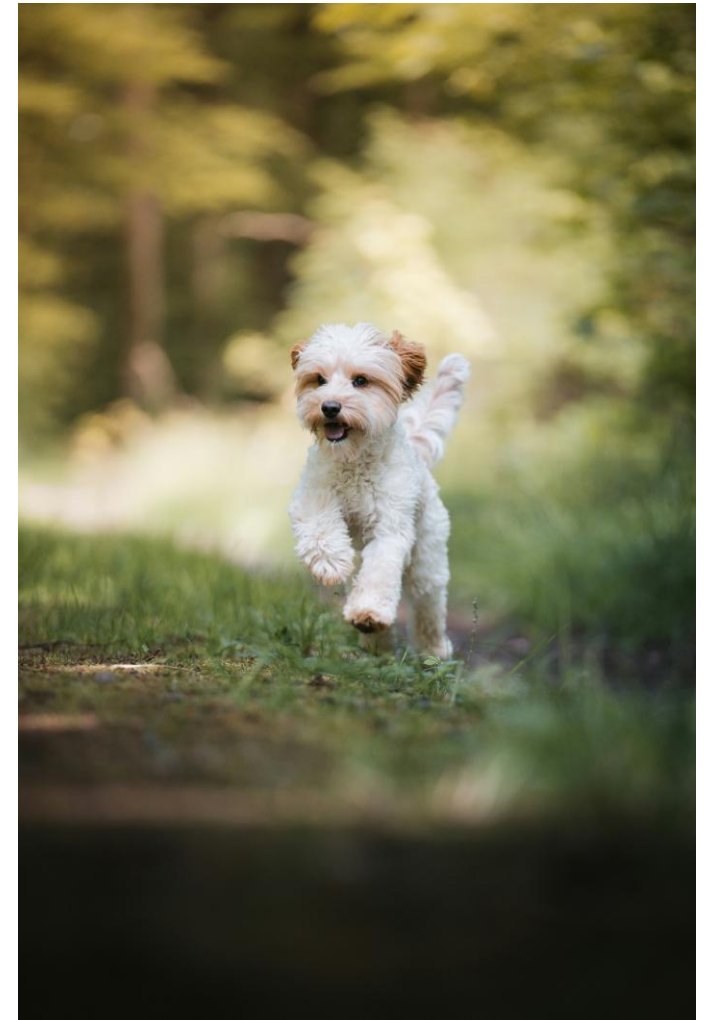
Habit stacking

Calming techniques – grounding, mindfulness, breathing

Self care – food, sleep, hydration, breaks, movement

Practical strategies for procrastination

1. **Start with your emotions** – can't think straight if you're in fight or flight mode
2. **Body and environment** – movement, rest, food, lighting, noise, clutter, remove distractions...
3. **Reduce your cognitive load** – simplify it, break it down into small steps, lists, mind maps, colour coding, time blocking, body doubling, 'just 2 minutes', add novelty



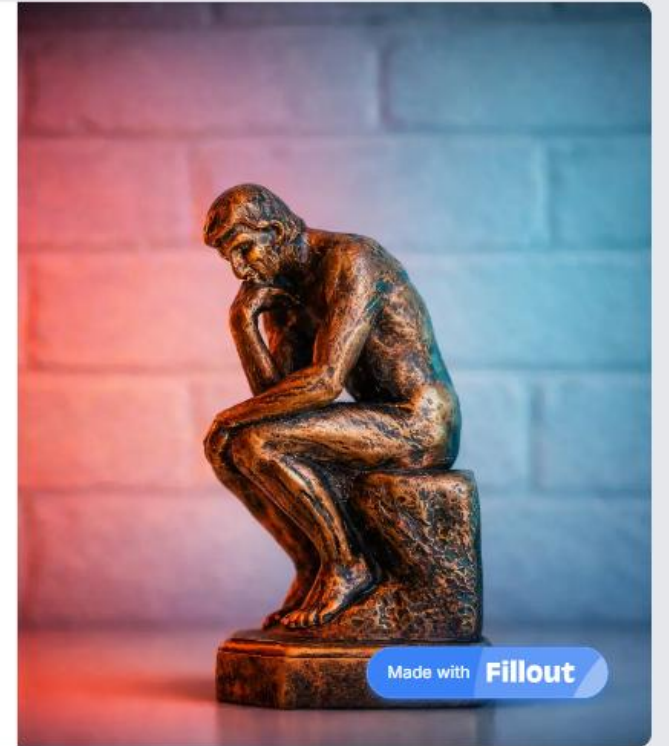
Quiz

Why can't I get started?

The 30-second quiz for neurodivergent business owners
by [Helen Lindop](#)

Pick the thing that is blocking you right now. You'll get personalised, practical techniques designed for how your brain actually works.

Start



helenlindop.com/getstartedquiz

...I had to deal with my own procrastination when making this quiz!

How I help people

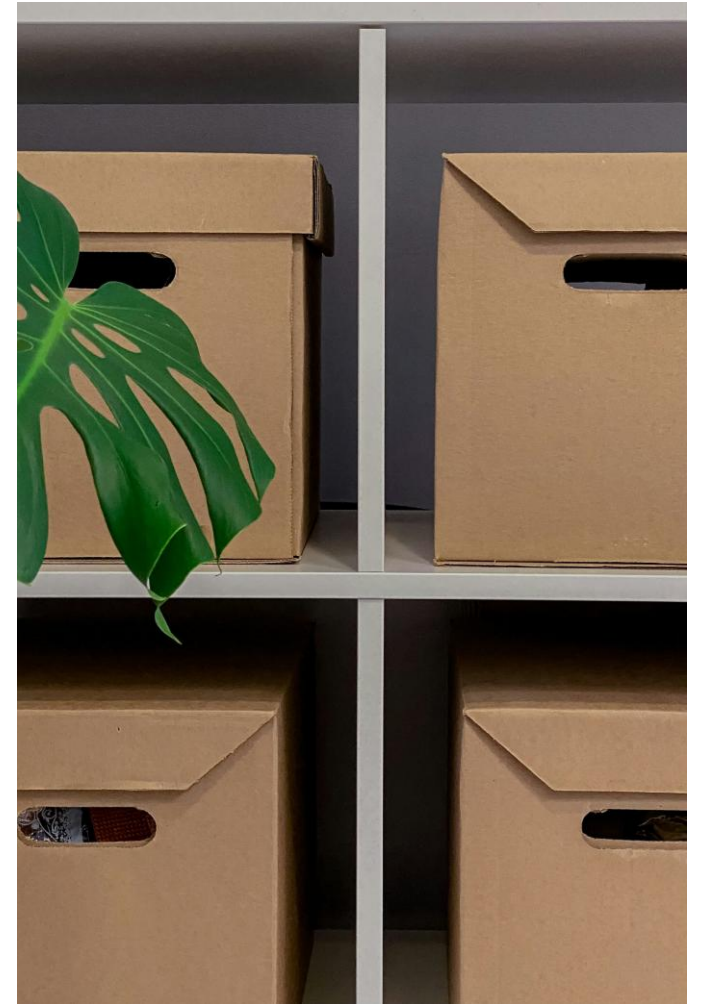
Helping them **clarify** what they want and **what's blocking them**

Then I help them **reduce the load on their brains** so they can get what they want

For small business owners, **marketing** and/or **tech** are big factors*, and I have experience in both

I also have experience in education, so I work with **uni students** too.

*good and bad!



Thank you!

Quiz

helenlindop.com/getstartedquiz

Neurodivergent Business Newsletter

helenlindop.com/newsletter