

Find focus where – and when – it matters most

A Different Kind of Book About Focus: Multifocus vs conventional focus

MULTIFOCUS

Many priorities, consciously managed
Flexible and dynamic
A strategy for life
Energy-aware
A holistic approach to focus incorporating work, life, family, health and future plans

CONVENTIONAL FOCUS

Concentration on a single task
Rigid und linear
Focused on temporary productivity
Time-driven
Largely confined to work contexts

Good to know!

A highly topical subject for the era of constant overstimulation – digital overwhelm, social pressures and relentless mental load.

With digital bonus material including audio content, podcast episodes and self-tests focused on personal values and focus styles.

The author is host of the podcast CONNECT TO GROW. Her clients include Deutsche Telekom, ESCADA, Google, H&M, Mercedes-Benz, E.ON, Zalando and more.

- A fresh perspective on focus: multifocus as a new kind of superpower
- A practical life tool for greater clarity, lightness, wellbeing and joy
- Adaptable and grounded in real life: an approach that helps us set priorities, channel energy wisely and make conscious decisions in work and life

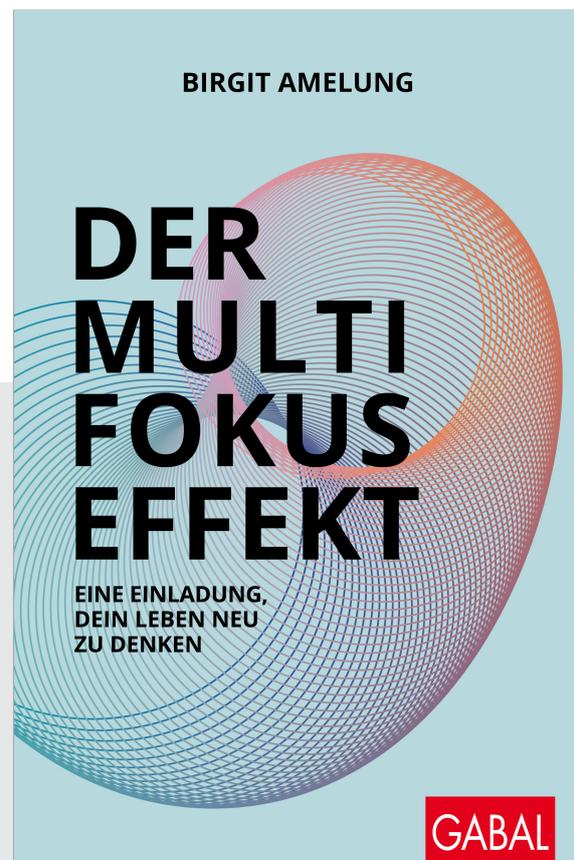
Today's world is loud, fast and complex. Then there's us, right in the middle of it all – overwhelmed, stressed and unsure how to respond as demands, expectations and stimuli keep increasing, while our time and energy do not. This book offers a grounded, empathetic answer to a shared challenge: how do we find focus in a life that feels fuller than ever before.

Birgit Amelung's 'multifocus effect' is a practical tool for mental clarity and healthy self-leadership, helping us find the right balance between career, caring for others, personal fulfilment and inner peace. Crucially, it also helps us create space for the new. Moving beyond rigid 'either-or' thinking, it lays out an innovative, practical approach that brings clarity, reconnects us with joy and helps us channel our energy wisely.



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Birgit Amelung is an entrepreneur, consultant, speaker and podcaster. As founder and managing director of the innovation and consultancy agency AWAKE Projects, she advises companies across industries on innovation, growth and transformation. Informed by a sharp eye for trends, culture and people, she supports brands and organisations in developing new ways of thinking, narratives and strategies. As co-founder of The HER KLUB, one of the largest female communities in the German-speaking world, she creates engagement and exchange initiatives that empower women, increase visibility and drive progress in female health.



Birgit Amelung

Multifocus Effect

An invitation to see life differently

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Genre:

SELF-HELP / Personal Growth / General

PSYCHOLOGY / Personality

SELF-HELP / Motivational & Inspirational