

**BES15**

## **ENHANCING WORKPLACE FOCUS THROUGH DIGITAL NUDGES AND FLOW STATE TRAINING**

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### **Abstract**

This study explores the impact of combining digital nudges with training in developing workplace flow states on improving employee attention capacity and overall well-being. Using the Fogg Behavior Model, the study investigates how proactive measures can reduce smartphone distractions, which are prevalent in modern workplaces. Participants were assessed on smartphone addiction, attention capacity, and life satisfaction before and after receiving training on using digital nudges to improve focus. The experimental group received additional training on mitigating distractions by fostering flow states. Results will offer insights into effective methods to enhance focus and satisfaction in the workplace.

### **Conference Track**

Business Environment - Strategy, Policy, Law, Ethics