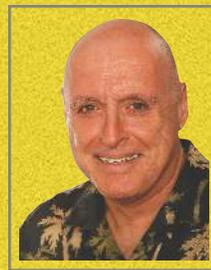


THE EXTRA POINT

BY JERRY ROBERTS



742 Netflix, Cliffhangers, and Lost Productivity.

You're usually productive at work, but lately you've developed this Netflix habit. You see, at the end of each episode of a series, they end it with a big question mark, an uncertainty, and you just have to know what's going to happen. So, you start another episode and before you know it, it's so late and you're so tired. The next day at work, you're just not with it. I'm Jerry Roberts and I feel your pain. I also have the answer to your problem, next, on The Extra Point.

You just have to fire up another episode of your series, because those ingenious — some would say diabolical — writers and producers and directors intend it that way.

Going back to the days before television — yes, there was a time before television — and when radio was king. People would crowd around big radio consoles in the living room, and listen to dramatic productions, and each one would end with what is known as a cliffhanger.

The “cliffhanger” is a writing device that leaves at least one big loose end, one big question mark, one unanswered question, if not several — and you just have to tune into the next episode to find out what happened.

In a normal schedule, you'd have to tune in next week. However, with services like Netflix, Hulu and others, you can go right to the next episode, and the next, and the next. So, what has this got to do with productivity?

Researchers have found that our production has just as much to do with how well we slept the night before, as it does with how we managed our list of to-do items. People who get good rest get more done in less time, handle problems more effectively, and enjoy their job more.

This brings us back to Netflix-type watching, cliffhangers, and getting to bed early enough

so that it doesn't impact the next day. You may say “That's impossible, Jerry, these shows are so addicting, I can't stop. I see that cliffhanger, and I just have to go onto the next one, so I know what happened. Just one more. Just one more episode and I'll go to bed, I promise. I swear, just one more.”

You say these things with such conviction, and I know you mean what you say. There's only one problem. That next episode also has a cliffhanger, so you'll be faced with the same situation in a short time.

Raise your hand if you've ever found yourself up at two or three in the morning, watching a show because you can't stop, and you know you have to get up and go to work in just a few hours.

First, an explanation. Years ago, a study at Harvard University found that the human mind can't stand uncertainty. Cliffhangers, in scientific terms, create open-ended loops in our mind, and we must find a resolution so we can close those loops. It's a conspiracy, and you've known it all along.

No problem. I've got you covered. Adam Alter, in his book, *Irresistible*, explores the rise of addictive technology, and cliffhanger-based programs are part of it. Alter gives the way to defeat this issue. It's simple, and you might be amazed why you haven't figured it out before now.

Here you go. Let yourself watch the beginning of that next episode, and as soon as all loose ends are tied up, turn off the TV. Then, pick up the show the next time from that point. Cliffhangers usually don't last more than 10 minutes. Watch it, then off to bed you go.

(Con't.)

Easy-peasy. You get to enjoy your favorite show, don't end up feeling deprived, and you can stop anytime. You'll be fresher the next day at work, and it's a win all the way around.

So, today, strike a blow against those conspiratorial Hollywood people who would enslave us with their cliffhangers, and attempts at mind control.

That's The Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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For information on training and consulting services with Jerry Roberts, please click this link: guamtraining.com

