

ADHD & PRODUCTIVITY

Breaking the Procrastination Loop.

Why your ADHD brain gets stuck — and the exact tools to get unstuck.

Procrastination in ADHD is not laziness. It's a neurological barrier caused by dopamine dysregulation and executive function differences. Understanding the mechanism is the first step to breaking the loop.

80%

Of adults with ADHD report chronic procrastination as one of their most debilitating symptoms — not because they don't care, but because their brain's activation system works differently.

WHY ADHD BRAINS PROCRASTINATE — THE NEUROSCIENCE

The ADHD brain needs **interest, urgency, novelty or challenge** to activate the prefrontal cortex. Without one of these four triggers, the brain simply cannot initiate — regardless of how important the task is.

This is called the **Interest-Based Nervous System**. It explains why you can hyperfocus on something engaging for hours, yet struggle to start a five-minute task you've been dreading for weeks.

The shame spiral makes it worse. Every failed attempt reinforces the belief that you're broken — which increases anxiety, which further blocks activation. It's a loop, not a character flaw.

PRACTICAL TOOLS — WHAT ACTUALLY HELPS

1

Body Double

Work alongside someone — in person or on video. The social presence activates the brain.

2

Time Boxing

Set a timer for 10 minutes. Tell yourself you're only doing 10 minutes. Start.

3

Shrink the Task

Break it into the smallest possible first action. "Open the document" not "write the report".

4

Change the Environment

Move to a café, library or different room. Novelty activates the ADHD brain.

5

Temptation Bundling

Pair the dreaded task with something enjoyable — music, a snack, a favourite drink.

6

Implementation Intention

Decide exactly when and where: "At 10am at my desk, I will open the document."

"ADHD coaching that works with your brain, not against it."

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