

## ADHD &amp; PRODUCTIVITY

# Kind Productivity: Working With Your Brain, Not Against It.

*Traditional productivity systems were built for neurotypical brains. For ADHD, they create shame spirals. Here's what actually works.*

The ADHD brain needs interest, urgency, novelty or challenge to activate. Traditional to-do lists, time-blocking and GTD systems don't provide these — which is why they fail, not you.

## 4×

The ADHD brain needs four times the interest or urgency to activate. Traditional to-do lists don't provide this — which is why they fail, not you.

## WHY TRADITIONAL PRODUCTIVITY FAILS ADHD BRAINS

Traditional productivity systems assume a **linear, consistent brain** that can prioritise by importance and work steadily through a list. The ADHD brain doesn't work this way — it works by interest, urgency, novelty and challenge.

**Shame-based motivation** (guilt, self-criticism, fear of failure) is the default for many people with ADHD. It works short-term but leads to burnout, avoidance and self-loathing. Kind Productivity replaces shame with curiosity.

The goal is not to fix your brain — it's to build systems that work with your brain's natural rhythms, strengths and needs.

## PRACTICAL TOOLS — WHAT ACTUALLY HELPS

### 1

#### Interest Mapping

List tasks by interest level. Do high-interest tasks first to build momentum, then use that energy for harder ones.

### 2

#### Urgency Creation

Create artificial deadlines, accountability partners, or public commitments to generate urgency.

### 3

#### Novelty Rotation

Rotate tasks and environments regularly. Novelty activates the ADHD brain.

### 4

#### Energy Matching

Match task difficulty to your energy level. Don't attempt complex work in low-energy periods.

### 5

#### Done Lists

Keep a "done list" alongside your to-do list. ADHD brains need evidence of progress.

### 6

#### Rest as Productivity

Rest is not laziness — it's recovery. Schedule it. Your brain needs it to function.

*“ADHD coaching that works with your brain, not against it.”*

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