



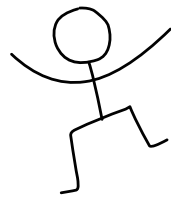
## 01. The ADHD attention system is interest-based.

ADHD'ers focus best when they are genuinely interested, not just because a task needs doing.

Attention is pulled to things that feel interesting or very urgent - this is not a choice, it's how the ADHD brain works.



02.



## Starting tasks can be harder than doing them.

Getting started can feel impossible, even when ADHD'ers understand the task or want to do well.

ADHD'ers often need a deadline to kickstart their focus.

03.



## Focus goes up and down.

Attention may fluctuate between laser focus and high distractedness, depending on the task.

## Focusing can be draining.

Focusing, becoming distracted and then refocusing (over and over again) is exhausting!

04.

