

Summer Stipend

The Macktez Summer Stipend is back — \$1000 to help you finish your summer project.

Our goal is to encourage you to pay attention to your creative pursuit even if you aren't awarded the stipend by our esteemed panelists Biki Berry, Fabian Falconett, Eric Heiman, JB Osbourne, Marc Shillum, Jamie Trowbridge, and Hunter Tura.

To that end, we recommend a planning method that we use extensively ourselves. We believe that making intentional choices about your time and attention is necessary to achieving your goals, so this exercise is a big part of the Macktez Approach.

Start by reviewing the application at macktez.com/stipend, bookmark or print our detailed attention budget at macktez.com/stipend/worksheet, and review your calendar to make room for the rest of the application process.

(If you need a good notebook to keep track of it all, you know you can always find a useful yellow one at store.macktez.com.)

All this preparation should help you submit an impressive application by **our deadline of July 26**. Then feel free to use this worksheet as a template for other attention budgets that can help you out with different parts of your life.

News

After four years with Macktez, Reed Payne has been promoted to join the ranks of the Directors. He has impressed clients with his patience and calm demeanor, and has demonstrated thoughtful leadership among his colleagues. Congratulations!

Josh Feinson and Nicole Bongard continue to build up Macktez SF — and with frequent use of conferencing tools we pretend we're all still sitting right next to each other.

New Team Members Devin Staples, Reilly Scull, and Jumar Habtemariam have brightened up Macktez NY. Devin has blurred the line between technology and the humanities his entire life. Reilly grew up taking apart every gadget he could get his hands on just to put them back together. And Jumar comes to us from the US Army, with experience that lets him navigate stormy situations without breaking a sweat.

— The Team at Macktez

Attention Must Be Paid

Why do we pay attention? Why do we pay attention? Notice the verb — as if attention were currency, in limited supply like the dollars in your wallet.

The metaphor works: attention is not infinite. When we pay attention to one thing, we have less to spend on something else. So there's a natural economy we must navigate in order to maintain enough attention for ourselves and all the things we want to do.

In order to make sure your attention tank never runs dry, it's best to have a plan in place — an attention budget — to manage and mete out your attention in a way that is healthy and productive.

But if your plan lacks detail, following it is much harder than making it. Drill down and list all the parts of each expense that will require an output of attention. This now starts to look more like a to-do list, but with estimates of time and environmental requirements that will clarify the context of your attention transaction.

