



Attention is the currency of our generation.

“If you're not paying for the product, then you're the product. We're the product. Our attention is the product being sold to advertisers. Social media is not a tool, it's a drug.” - *The Social Dilemma, Documentary*

In 2020, the WHO estimates the average global lifespan is [72 years](#), and if we assume that many people now start using social media as young as 10 years old, that means the average person will spend a total of 3,462,390 minutes (6 years and 8 months) using social media over their whole lifetime. - [Broadband Search](#)

Our attention is under attack.

The National Safety Council reports that cell phone use while driving leads to 1.6 million crashes each year. 1 out of every 4 car accidents in the United States is caused by texting and driving. Texting while driving is 6x more likely to cause an accident than driving drunk. Answering a text takes away your attention for about five-seconds. Traveling at 55 mph, that's enough time to travel the length of a football field. Texting while driving causes a 400 percent increase in time spent with eyes off the road. Of all cell phone related tasks, texting is by far the most dangerous activity.

Even if you didn't decide your measure you can determine your MORE by what you give your attention to. (Mark 4:24, Eph 4:7)

You can increase the measure given to you by changing what you hear.

Today's attention brings tomorrow's appetite. (Joshua 3:5)

Today's separation brings tomorrow's success.
Today's sanctification brings tomorrow's miracles.
Today's consecration brings tomorrow's conquest.
God invites you to change, He will not interfere in your chaos.

Today's appetite is the product of yesterday's attention. (Isaiah 26:3)

If you're tired of living in tension change who you pay with your attention.

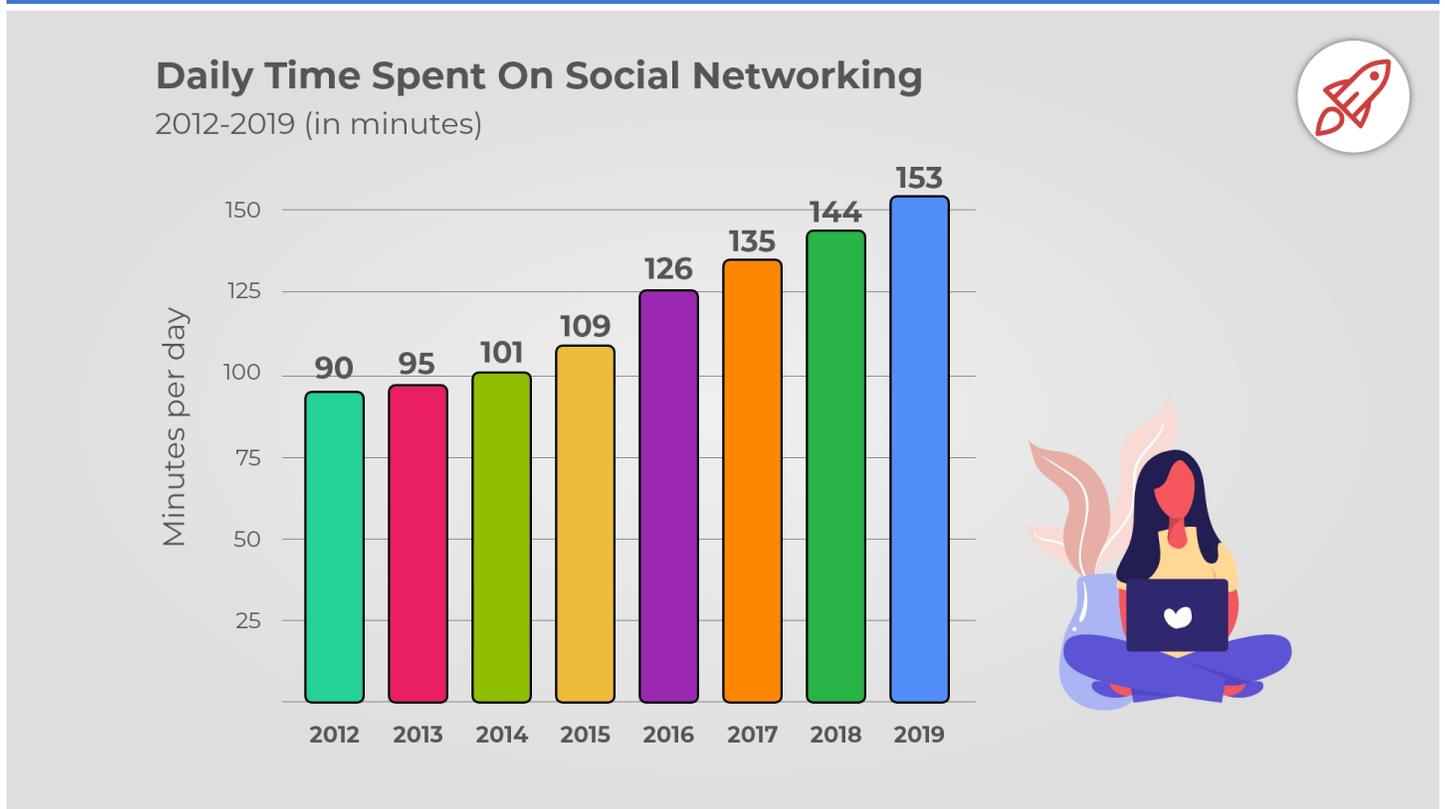
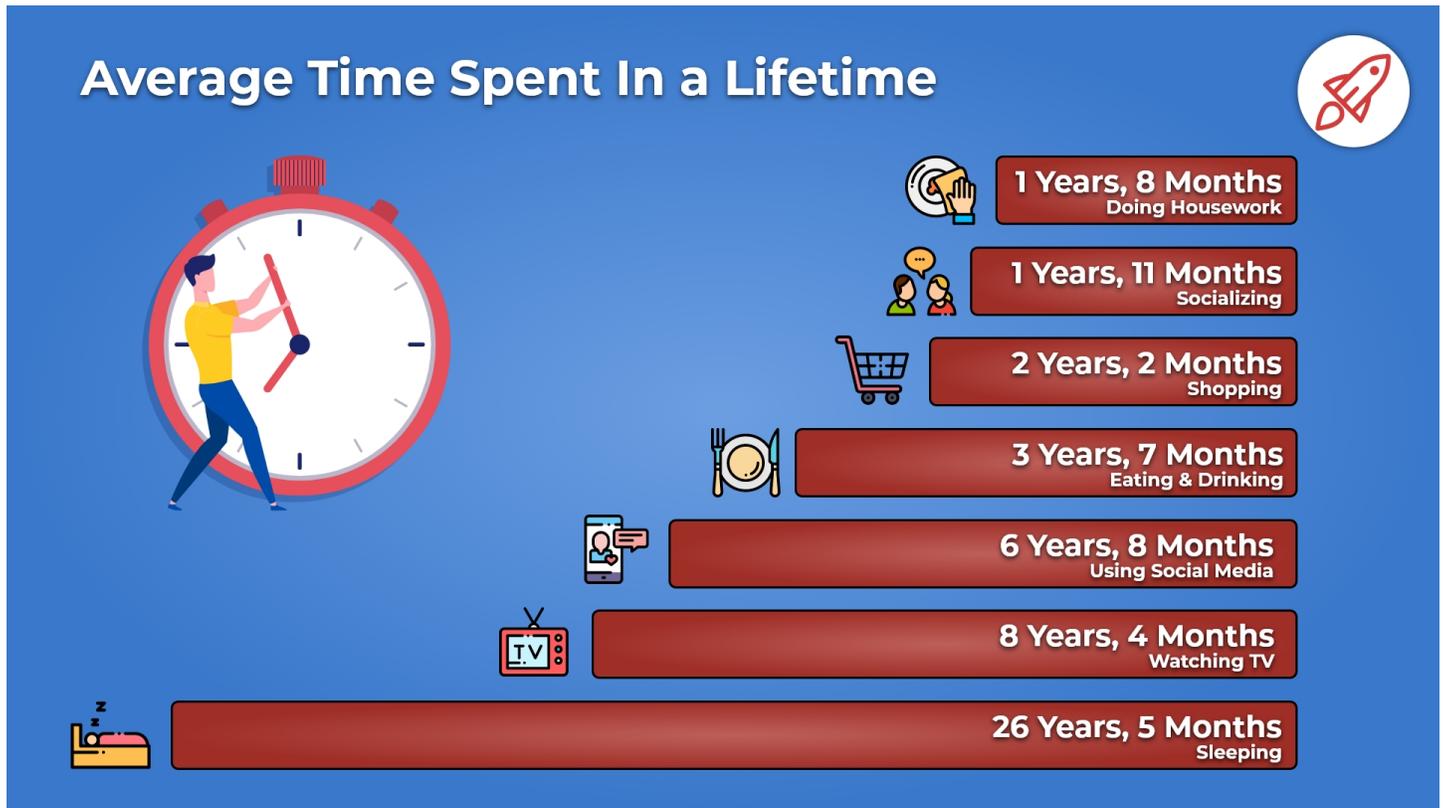
What if “fear, anxiety, depression” was a package delivered by Satan but paid by me with my attention?

Desires don't determine destiny, diet does.

According to a [study done by the Harvard Health Watch](#), an average American spends 101 minutes per day driving.

According to the [US Bureau of Labor Statistics](#) the average American watched TV for 2.8 hours per day, accounting, on average, for around half of their leisure time.

Average time person spends on social media in North America is 2 hours and 6 minutes.



Where desire is too weak, deliverance is needed.

Attention creates appetites. Appetites become addictions.

What you consume today, controls you tomorrow.

If you are addicted; you got company!

Application Points:

1. Take inventory of your attention (Mark 4:24)

Do you have peace or anxiety?

Are you burning for the Lord or burned out?

Are you creative or critical?

Is what you watching numbing or nurturing?

Is what you listen enlightening or only entertaining?

Is what you eating feeding you?

Is what you consuming controlling you?

2. Redirect your attention today to where you want to excel tomorrow. (Dan 10:12, Phil 2:13)

3. Endure temporary withdraws.

Pay with the attention for the new altitude in life.

There is a price to keeping focus, it's paid with attention.

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