DEEP FOCUS, FEWER FIRES:
PROTECTING ATTENTION IN AN ALWAYS-ON WORKDAY

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Attention is finite.
Every ring, ping, and buzz spends more of it than you think.

Every ring, ping, and buzz costs more than the seconds it takes to check it.
Attention runs out, and most teams are spending it like it doesn't.

This keynote makes the case: multitasking was never something human brains do well, no matter how good anyone's gotten at pretending otherwise. It breaks down the dopamine pull behind every notification, why "just a quick check" never stays quick, and hands leaders and teams real tools to protect focus, including **body doubling,** a technique from the ADHD community that works for almost anyone.

Attendees leave having chosen one guardrail and one action, ready to use immediately.

Takeaways

- ✓ **Attention is a finite resource. Every interruption costs more than the interruption itself.**
- ✓ **The real cost of multitasking, and why it was never something human brains were built to do well.**
- ✓ **The dopamine mechanism behind every notification, and why "just a quick check" never actually stays quick.**
- ✓ **Body doubling and other practical tools to protect focus.**
- ✓ **A personal plan for protecting focus, chosen and committed to before the session ends.**

Watch the Clip

"It was shocking to understand how dependent and consumed I am with my devices.
I want to be more present with those around me instead of using my phone."
— Keith Hudson, President, Jim Hudson Automotives Group

Format: Keynote, breakout, or training.

Pairs well with: ***Tame Your Inbox,*** *a standalone session on filters, templates, and communication norms.*