



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



High-Performance
Keynote Speaker
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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 borrowed from the ADHD community that works for almost anyone, not just the people it was built for.

Attendees leave having chosen one guardrail and one action, live in the room, ready to use.

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.
- ✓ Body doubling and other practical tools to protect focus, borrowed from the ADHD community, shown to help almost anyone.
- ✓ The dopamine mechanism behind every notification, and why "just a quick check" never actually stays quick.
- ✓ One guardrail, one action, chosen live in the room.



[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 with: [Tame Your Inbox](#), a hands-on session on filters, templates, and communication norms.