

## **“You’ve Got (too much) Mail: Preserving Productivity Under Information Overload”**

- Are you (or the people who work for you) spending so much time emailing and web-surfing that there’s little time for reflection and concentrated output?
- Learn how the mind absorbs and reacts to images, emotions, and distractions
- Learn strategies for benefiting from technology without drowning in it

It has been estimated that U.S. businesses lose more than \$600 billion each year due to unnecessary interruptions, much of which comes from emailing, instant messaging, and the web. Corporations large and small are becoming concerned that the technology that has greatly increased workers’ potential productivity has become so alluring and, in many ways, addictive, that solutions are needed to maintain the benefits of technology while reining in its capacity to distract.

Any solution to this problem depends on motivating employees to cooperate and to wean themselves away from time-wasting habits. By providing information on how the brain processes and stores information, this presentation convinces users of technologies that it is to their own benefit, in terms of both productivity and stress reduction, to adopt new habits. In this program, participants will learn:

- That one-fourth of productive time is typically lost to unnecessary interruptions, many of which include email, spam, and web surfing
- That frequent interruptions and multi-tasking not only cut down on productivity, but increase stress and anxiety
- How the brain processes and stores new information and what goes on in the “distracted” brain vs. the brain that is engaged in creative problem solving
- Why attention management is more important than time management
- That company communication policies can be modified to encourage more interruption-free time and better outcomes
- That individual changes involving prioritization, organization, and better technology habits can increase productivity and reduce stress

This down-to-earth, entertaining and engaging presentation, encourages active participation by attendees. It provides useful information for anyone engaged in productive, creative work.

Joanne Cantor, Ph. D., is an award-winning professor, speaker, and researcher and an internationally recognized expert on the psychology of media and communications. Her entertaining and eye-opening presentations combine psychology, the latest in brain research, amusing anecdotes, and sound practical advice for keeping our own sanity, being more productive with our time, and raising healthy, happy children. To hire her to give a lecture or for more information, call 608-221-0593, or visit [www.yourmindonmedia.com](http://www.yourmindonmedia.com)