

The Supply & Demand of Your Attention

60 Minute Presentation by Patrick McAndrew, CEO of Momentum Mind

The Attention Economy

We are currently living in an attention economy where the average person consumes **174 newspapers** worth of information every single day.

This growth of technological innovation and information consumption is exponential but how your brain and body have evolved is not. We are not built to consume this much information in tiny bite size formats.

Most people value their ability to multitask and keep many plates spinning at the same time - but are they really being productive?

Fractured Mind

This way of working has become the common mode in our modern world. A 2016 study on the impact that email has on productivity and stress found that the average person checks their email on average **77 times** during their 8 hour workday.

Those who checked their email frequently and without order were notably more stressed and less productive than those who batched their email use throughout the day.

While you may think you are just checking your inbox for a few seconds, a study has proven that it takes on average **23 minutes and 15 seconds** to come back around with the same level of focus after switching your attention. This is why people today spend hours working for minutes. They are spending the majority of their effort trying to redirect their attention, only to become distracted again.

Your People Need Guidance

Everybody is trying to keep up. Wanting to know everything, be available at all times, and find time to stay productive. But the way we are working is wrong. We are putting the technology and consumption of information first and arranging our life around it.

We should be putting our brains and bodies first and designing our lives so that we get the very best from ourselves. You do not need to be constantly distracted. You can be more focused and more productive with significantly less stress. All you need is knowledge and guidance on how to arrange your daily life in a way that supports **you**.

In this 60 minute presentation we will discuss:

- Why everybody is struggling with constant distractions
- How our brains have evolved to focus and consume information
- How to be much more productive and effective by doing less of 'everything' and more of the 'essential things'
- How to design your work environment for less distraction and more focus

Patrick McAndrew Bio

"Patrick McAndrew is the Founder & CEO of the Momentum Mind.

Patrick began his career as a Speed Reading & Memorization coach where he worked with leadership teams in Hedge Funds and Investment Banks to improve how they consume, process, and retain information.

Patrick soon saw that the challenges people face in the modern work environment extend far beyond consuming information. For many they felt perpetually distracted, unable to focus, and frustrated by trying to be better but constantly falling back into old habits.

He founded the Momentum Mind to educate people on how their body and mind can perform optimally in today's technologically driven world.



The Momentum Mind

At the Momentum Mind we give leaders the tools to manage their attention, control their mindset and maximize their performance. Built on research from neuroscience, psychology, and evolutionary biology we explain the **web of connections** that determine your performance.

We are sharing long-lasting wisdom and practices that you need to be aware of to be your best in a world full of distraction, instant gratification, and constant change.

Your brain is kind of like a machine. It has certain systems that are built-in and cannot be changed. If you live your life in **conflict** with these systems, which most people do (multi-tasking, sedentary lifestyles, irregular sleep etc.) you will feel like it is a constant battle to perform at your best.

Once you understand the systems that run your mind and design a life that is in alignment with them, you become **unstoppable**. We teach the science of how your mind is designed to perform at its peak and give you the tools to implement these practices in your daily life.

As our working environments change and we become more dependent on technology it is important to understand how and why you need to put your brain and body first. This body after all is the **ultimate technology**. Understanding how it is designed to perform gives you the best opportunity to perform at your very best.

[Momentummind.academy](https://momentummind.academy)