

KEYNOTE

THE ATTENTION ADVANTAGE

Why your highest-performing people are only half in the room — and how leaders can change it.

What if the biggest performance problem in your organisation isn't talent, strategy, or effort?
What if it's attention?

47%

of waking hours spent
mind-wandering

23m

average time to recover
full focus after an interruption

40%

productive time lost
to task-switching

Every interruption leaves a cognitive residue. Every context switch makes the next piece of deep work harder. What looks like a productivity problem is often a neuroscience problem — and most organisations have built work around responsiveness rather than attention, rewarding availability and mistaking activity for impact.

The Attention Advantage reveals how attention really works, why modern work environments are systematically undermining it, and what leaders can do to reclaim it — giving audiences a practical, science-backed framework for protecting focus, improving cognitive performance, and creating the conditions where people can do their best thinking.



ABOUT THE SPEAKER

DR MARK WILLIAMS OAM

Neuroscientist • Best-Selling Author • Keynote Speaker

Dr Mark Williams OAM is an internationally renowned neuroscientist, best-selling author and keynote speaker on how the modern world is reshaping the way we think, learn and connect. Recently featured on 60 Minutes, he draws on more than 25 years of research, including 70+ published papers and positions at institutions such as MIT, to translate complex neuroscience into simple, practical strategies.

A regular media commentator (Sunrise, Today, The Guardian, Forbes, BBC) and author of the #1 bestsellers *The Connected Species* and *Screen Smart Children*, Dr Mark delivers evidence-based tools for productivity, leadership and wellbeing that leave audiences thinking differently about what their brains can achieve.

YOUR AUDIENCE WILL LEARN HOW TO

- Reduce the hidden cost of interruption and context switching.
- Improve focus, decision quality and problem-solving performance.
- Design meetings and communication norms around how the brain actually works.
- Build sustainable attention habits that improve both wellbeing and results.

MEDIA & RECOGNITION

TV: 60 Minutes, Sunrise, Today, Ten News+, Sky News

Press: The Guardian, The Telegraph, The New York Times, Forbes, The Economist, New Scientist, BBC

Latest book: Screen Smart Children (#1 bestseller)

This isn't another time-management session or a collection of productivity hacks. It's a science-backed blueprint for helping high-performing teams think more clearly, work more effectively, and perform at a higher level. In a world where everyone is competing for attention, the organisations that learn to protect it will have a decisive advantage.