



Attention Control

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Some of you know that I was interviewed by Russell Adams of the Wall Street Journal for his July 29 article, "Getting Your Head in the Game," where he described how the latest advances in neurofeedback training are being used to give athletes the edge over their opponents. In fact, one of the golfers he mentioned worked with me and is now on a full ride scholarship for golf.



Russell's article was great... however, there is a 'rest of the story' about how this applies to the business leader. In today's business environment, the demand for attention has continued to increase at a dramatic rate. However, I challenge you to consider how you learned to focus and concentrate and how we teach people to improve in these areas. The fact is that while the demand for attention is continuing to increase, our methods of teaching the skills required to deal with this demand has not changed. We still learn to attend through trial and error, experiential learning and, if you are lucky, with the help of a coach, teacher or mentor. Well, there is a better way. One component of the APEX program uses the latest technologies to measure and improve a leader's focus and concentration. We did a study of almost 100 executives and proved that we could double their ability to focus and concentrate by using direct brainwave measurements, literally training the brain.

I want to address a commonly used word: multi-tasking. Listen close... there is no such thing as multi-tasking! The brain only really attends in one sense at one time. By attempting to do more, you are actually diminishing the capability to attend to anything. What people consider good multi-tasking is actually effective and efficient 'shifting' of attention. By using the same type of technology Russell Adams describes in his article, we can train business leaders to enhance their ability to deal with the ever- increasing demands on their attention.

Lastly, it is important to point out that improving concentration amidst distractions is only one element to the APEX peak performance program. I will discuss the other four elements in future newsletters.

Louis Csoka



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