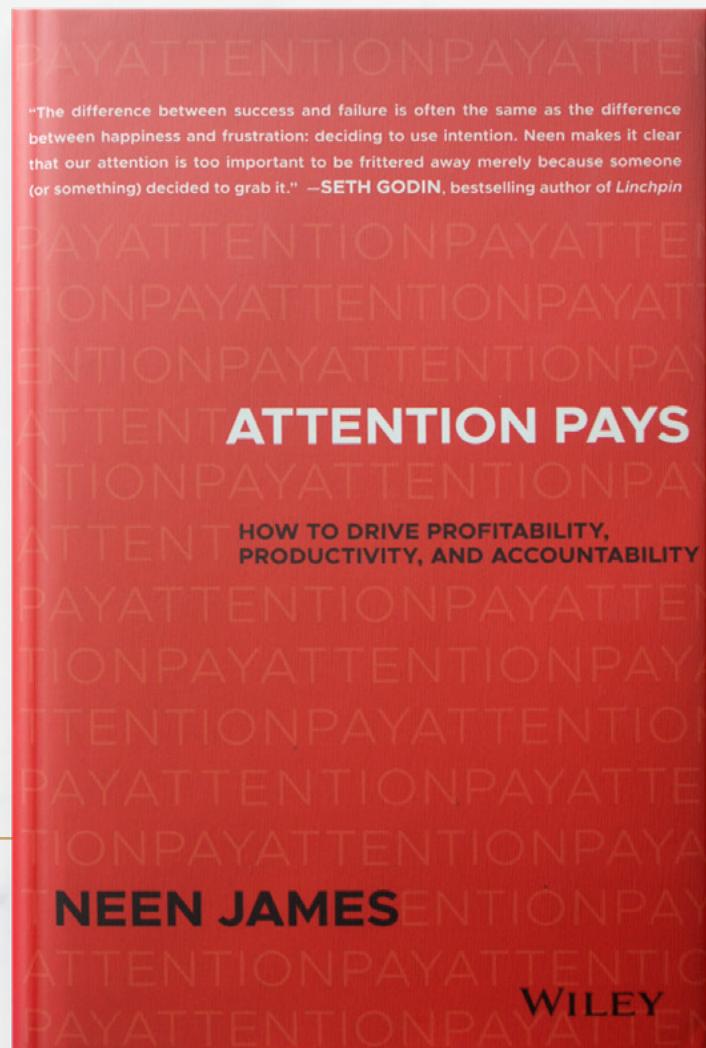


Neen James



Attention Pays™

MEDIA KIT

"In a world that continues to demand more, Neen's honest insights, powerful research and bubbly humor drives home the importance of managing internal and external factors to reclaim our time and attention. I recommend this book to everyone, at every level, looking for winning attention strategies to lead a more fulfilled, productive and intentional life."

M. ROONEY

Vice President, Strategic Planning and Communications, Comcast Spotlight



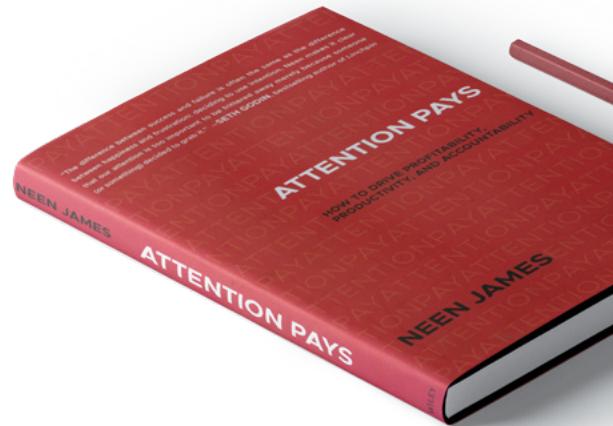
Contents

- ✓ Attention Pays™ Book Overview
- ✓ About Neen James:
 - Short BIO
 - Long BIO
- ✓ Introductions for Neen
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- ✓ Connect with Neen

Attention Pays™

**HOW TO DRIVE PROFITABILITY,
PRODUCTIVITY AND ACCOUNTABILITY**

To **create extraordinary lives**, we must learn to ‘unplug’ from the constant barrage of disruptions and ‘plug in’ to the tools, strategies, and mindsets that allow us to harness our attention to **reach our highest potential**—and this book shows you how.



Attention Pays™ spotlights the power of attention and absolute focus.

Personally: Who we pay attention to.

Professionally: What we pay attention to.

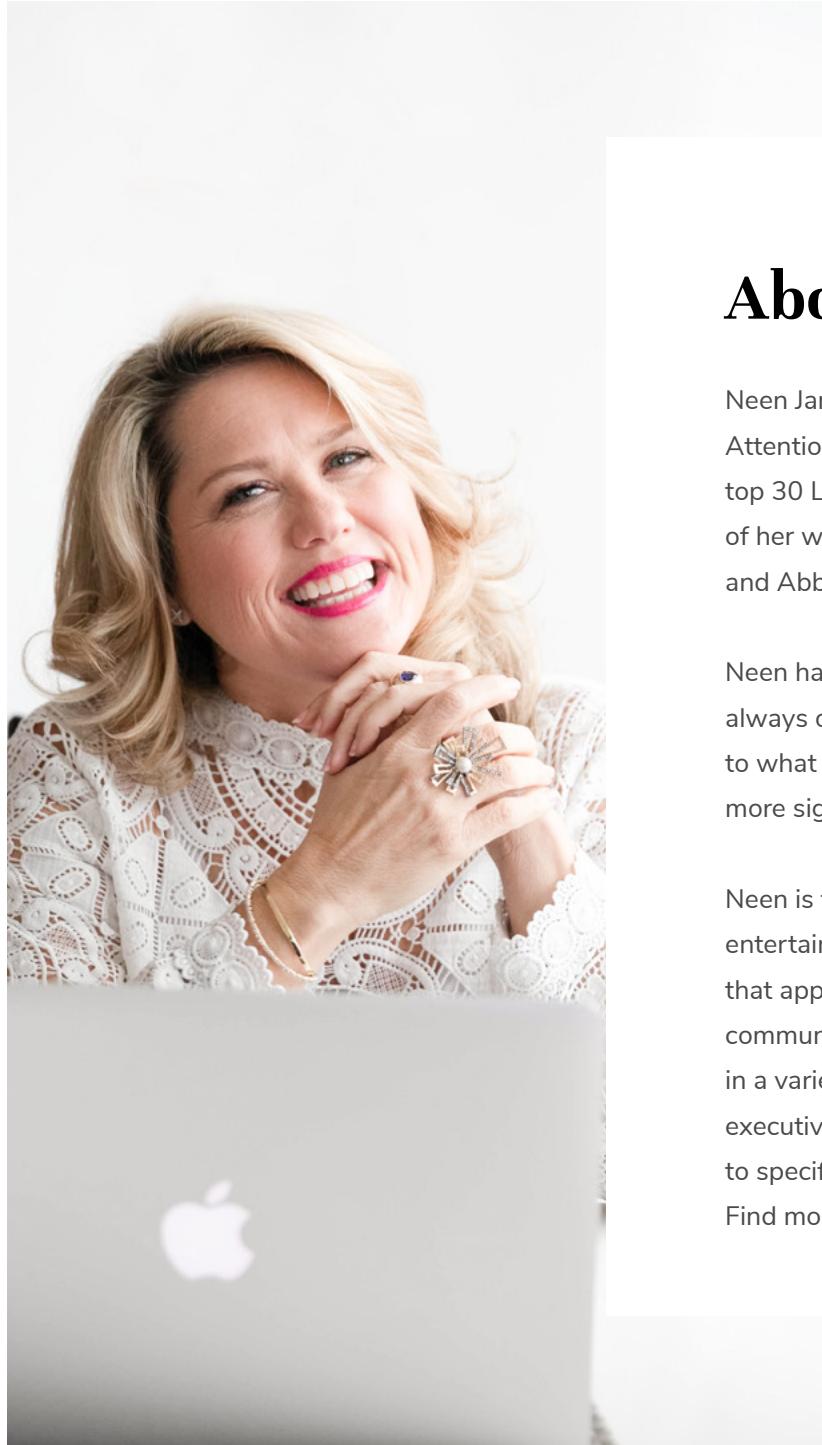
Globally: How we pay attention in the world—and to the world.

In an on-demand, 24/7 society, where distractions cost millions of people productivity, profitability, relationships and peace, **it's time to pay attention to what matters most**.

Attention Pays™ shares:

- ✓ Powerful strategies increase profitability.
- ✓ How to achieve maximum accountability and results.
- ✓ Methodology to help productively manage daily tasks.
- ✓ Guidance on improving daily attention and focus.

If you’re ready to drive profitability, increase productivity and boost accountability, **it's time to tune out the noise, focus on what really matters and learn how Attention Pays**.



About Neen

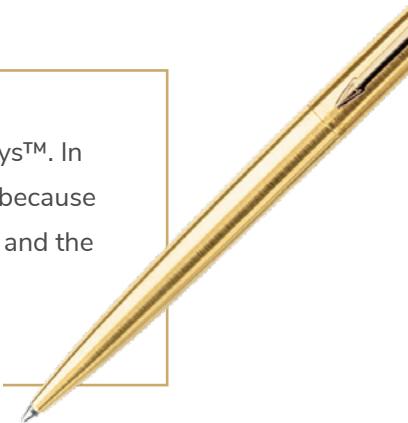
Neen James is the author of *Folding Time™* and *Attention Pays™*. In 2017, she was named one of the top 30 Leadership Speakers by Global Guru because of her work with companies like Viacom, Comcast and Abbot Pharmaceutical, among others.

Neen has boundless energy, is quick-witted and always offers powerful strategies for paying attention to what matters so you can get more done and create more significant moments at work and home.

Neen is the kind of speaker that engages, educates, entertains, and delivers the real-world solutions that apply in your organization, your home, and your community. She also provides one-on-one consulting in a variety of leadership topics and challenges executives to reconsider the level of attention given to specific goals and priorities.

Find more at neenjames.com

Neen James is the author of *Folding Time™* and her most recent, *Attention Pays™*. In 2017, she was named one of the top 30 Leadership Speakers by Global Guru because of her work with companies like Viacom, Comcast, Cisco, Virgin, Pfizer, BMW, and the FBI, among others.

TEMPUR+SEALY



Neen earned her MBA from Southern Cross University and the Certified Speaking Professional designation from National Speakers Association. She has received numerous awards as a professional speaker, is a partner in the international education company Thought Leaders Global, and is a member of the prestigious League of Heroic Public Speakers.

Neen is a leadership expert who delivers high-energy keynotes that challenge audiences to leverage their focus and pay attention to what matters most at work and in life. Audiences love her practical strategies they can apply personally and professionally, and meeting planners love working with her - they often describe Neen as the energizer bunny for their events.

With a strong background in learning and development and managing large teams at various corporations, Neen is the perfect fit for organizations who want implementable strategies that will help their employees avoid distractions, stop interruptions, prioritize daily objectives and say 'no' to requests that steal time and focus from real goals and priorities.

Oh, did we mention that Neen is Australian? Why does that matter? Well, it means that she's a bit mischievous, is pretty witty and a little cheeky. She also considers herself an unofficial champagne taste tester... and a really slow runner.

NEEN BELIEVES

“When you pay attention, Attention Pays”

As a leader, parent, business owner, coach, entrepreneur, board member, or all the other roles you fill each day, you can choose how you will invest your attention, time and energy:

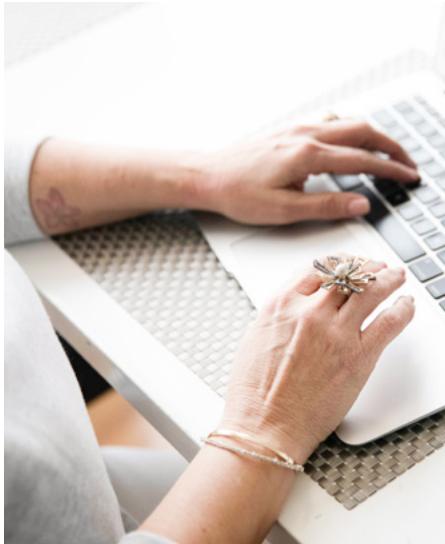
Personally: Be thoughtful as an individual.

Professionally: Be productive as an individual and leader.

Globally: Be responsible for your community and your world.

- | | |
|-------------|---|
| WHO | Help leaders focus the team; attract, develop and retain top talent. Attract customers / clients / members / patients and show them how important they are to the organization. |
| WHAT | Help leaders ‘prioritize their priorities’ and increase the productivity of their teams, improve process, increase the add-on sale etc. |
| HOW | Help leaders show up in the world in a more impactful way. |





POSSIBLE INTERVIEW QUESTIONS

Business Related:

- ✓ What do you mean by the 'commercialization of attention'?
- ✓ When you say Attention Pays, what does that really mean?
- ✓ How can businesses use attention to pay?
- ✓ Share with us some examples of organizations that have done this well?



Personal Development:

- ✓ Why is Attention so important to personal and professional success?
- ✓ What will attention help us accomplish?
- ✓ Why is society so distracted?
- ✓ How do we define what matters most to ourselves?



General:

- ✓ Most people believe they are paying attention and yet you challenge that-why?
- ✓ What do you believe readers will gain from the knowledge shared in your book?
- ✓ Why do you believe our society is distracted?
- ✓ What is an Attention Revolution and why did you start that?

INTRODUCTION 1

Are you overstressed, overwhelmed and overtired?

Do your days feel 'crazy busy' yet challenge your ability to complete tasks of real value?

Get ready for something that will help you leverage your focus to begin paying attention to what matters most at work, in life and in the world around you.

Neen James, author of *Attention Pays™: How to Drive Profitability, Productivity and Accountability* believes that in order to create extraordinary lives, we must learn to 'unplug' from the constant barrage of disruptions and 'plug in' to the tools, strategies, and mindsets that allow us to harness our attention to reach our highest potential.

She is an Aussie productivity thought leader, author of nine books and she works with clients all over the world. Prepare to be entertained, informed and inspired... please welcome Neen James.

INTRODUCTION 2

Neen is the author of *Folding Time™* and her newest book, *Attention Pays™*.

Over the past two decades Neen has been advising some of the coolest companies in the world including Viacom, Comcast, Paramount Pictures, and even the FBI, on how to improve their strategic planning, communication, and leadership development.

When she is not speaking on stage, you might find her on the back of a Harley Davidson (pause)- as you'll see, she's a wee bit small to drive the bike herself.

Please join me in welcoming, originally from Sydney Australia, now a proud new US citizen... speaker, author, and insanely slow runner, Neen James.

Attention Pays

BOOST PRODUCTIVITY

FOCUS

INCREASE PROFITS

DRIVE ACCOUNTABILITY



**Neen's team would love to chat with you
about your **media events**.**

You can chat with Neen directly or her business manager,
Maria Novey would be delighted to help you.

Neen James

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