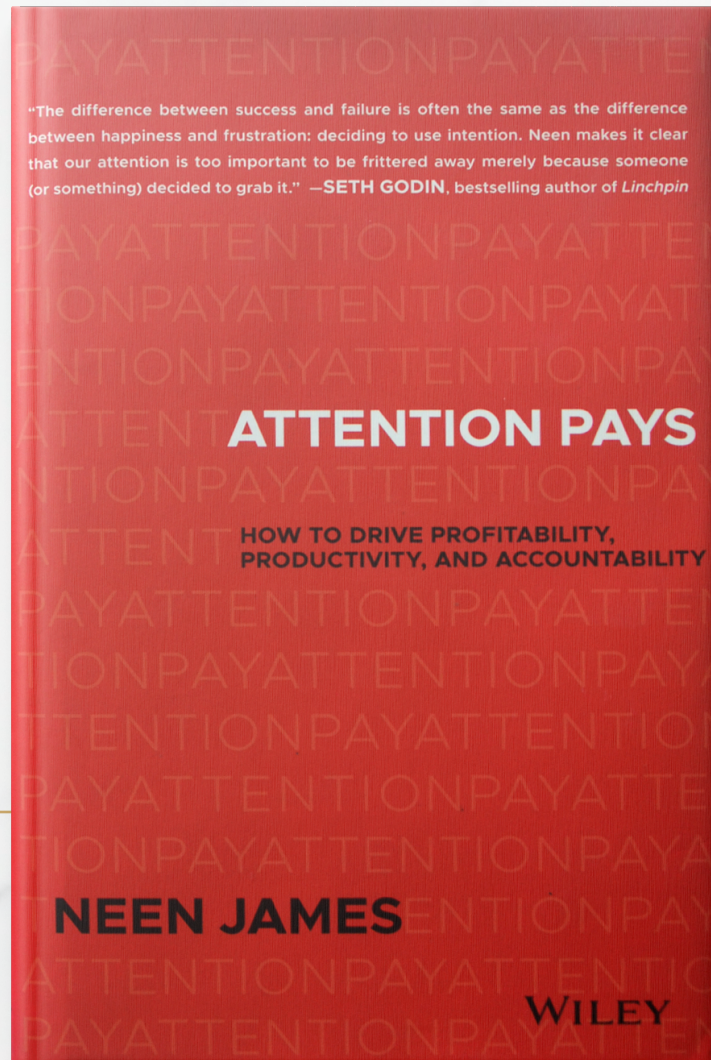


Neen James



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



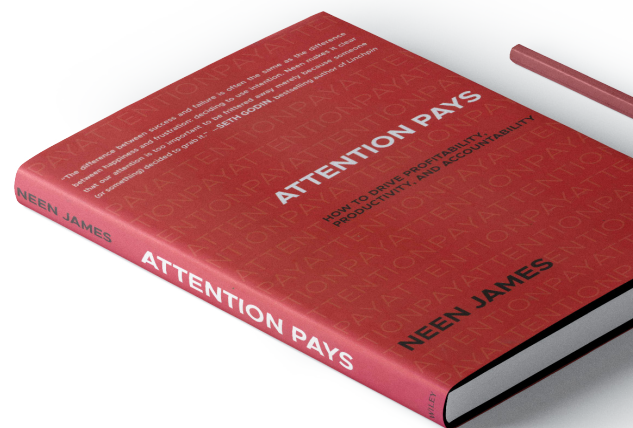
Contents

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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.

Neen James Introduction

Neen is the author of Folding Time™ and her latest book Attention Pays™ is available at bookstores around the world.



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. She brings systems thinking based, implementable strategies on how to create space and freedom for their employees to avoid distractions, prioritize daily objectives and say 'no' to requests that steal time and focus from real goals and priorities.

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 US citizen... speaker, author and unofficial champagne taste tester, NEEN JAMES!

Neen James Short Bio

Neen James is the author of *Folding Time™* and *Attention Pays™*. She has been named one of the Top 30 Leadership Speakers by Global Guru several years in a row because of her work with companies like Viacom, Comcast, and Virtuoso Travel among others.



Neen has boundless energy, is quick-witted and always offers powerful strategies for prioritizing focus in what matters most — all so you can pay more attention, create more significant moments and increase productivity at work and home. Whether presenting in person or virtually, 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 loves serving her audiences.



TEMPUR+SEALY



VIACOM





Neen James Long Bio

Neen James is the author of nine books including *Folding Time*™ and her most recent, *Attention Pays*™. She was named one of the top 30 Leadership Speakers by Global Guru several years in a row because of her work with companies like Viacom, Comcast, Cisco, Virgin, Johnson & Johnson, and the FBI, among others.

Neen is a leadership expert who delivers high-energy keynotes that challenge audiences to prioritize focus in their work and lives. Understanding that attention and productivity can only come after clarifying what matters most, audiences leave Neen's keynotes with the practical strategies they can then apply personally and professionally to get them where they want to be.

Compelling in delivering presentations, Neen is adaptive and responsive to the unique needs of live, virtual and hybrid experiences. 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 systems thinking based, implementable strategies. After working with Neen, their employees are able to create space and allow the freedom to avoid distractions, stop interruptions, prioritize daily objectives and say 'no' to requests that steal time and focus from real goals and priorities.

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 and is a partner in the international education company Thought Leaders Global.

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 is obsessed with her Peloton bike... a bike that goes nowhere!

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

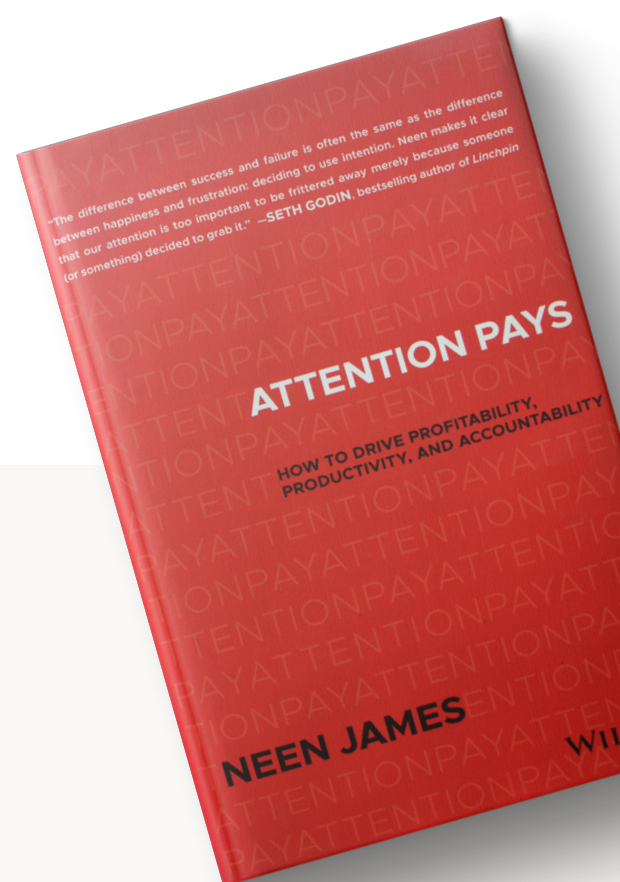
Help leaders focus the team; attract, develop and retain top talent. Attract customers / clients / members / patients and show them how important they are to the organization.

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.





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?

Attention Pays



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

You can chat to Neen directly or Sue, her Sales Goddess
would be delighted to help you.

Neen James

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