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Autore	McCormack Joseph <1965->
Titolo	Noise : living and leading when nobody can focus // Joseph McCormack
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Descrizione fisica	1 online resource (304 pages)
Disciplina	153.733
Soggetti	Distraction (Psychology) Noise Leadership
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Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	Teaches managers and leaders to cut through the static and hone their focusing skills In the current digital age, it is becoming increasingly more difficult to stay focused. Smartphones, tablets, smart watches, and other devices constantly vie for our attention. In both business and life, we are constantly bombarded with tweets, likes, mentions, and a constant stream of information. The inability to pay attention impacts learning, parenting, prioritizing, and leading. Not surprisingly, attention spans have gotten shorter. Already being pulled in a dozen directions every minute, managers and business leaders often struggle to address important issues and focus on everything that needs attention. Noise: Living and Leading When Nobody Can Focus teaches managers and leaders how to help themselves and others sharpen their focusing skills. In this follow-up to his first book Brief —the proven, step-by-step approach to clear, concise, and effective communication—author Joseph McCormack helps readers cut through the static and devote their attention to what is important. This engaging, informative book will help you: Apply effective, real-world techniques to hone your focus and reduce interference Learn the

lessons taught to organizations such as Harley-Davidson, BMO Harris Bank, MasterCard, and the US Army Understand how modern technology can actually strengthen your focus if used correctly Avoid becoming a casualty of “weapons of mass distraction” Noise: Living and Leading When Nobody Can Focus is a valuable resource for leaders and managers seeking to develop laser-sharp focus and apply it to everything you do.

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