

Curt Steinhorst

Author of 'Can I Have Your Attention?'

Please contact a GDA agent for information.

Topics

- Business
- Leadership
- Management
- Productivity
- Teamwork / Teambuilding
- Work-life Balance



About Curt Steinhorst

Curt Steinhorst is the author of the bestselling book, [Can I Have Your Attention?](#), a Top 30 [Global Guru](#), and a regular [Forbes contributor](#) on leadership strategy. He pulls from a decade's worth of research in attention science, generational differences, and technology trends that shape views on leadership, engagement, and productivity.

Curt [coaches](#) top founders and athletes and has collaborated with thousands of executives to discover common approaches to finding clarity, harnessing human attention, and developing teams that yield powerful results. The consultancy he founded and leads, [Focuswise](#), helps organizations develop focused and productive leaders, teams, individuals, and cultures. Applying the lens of focus and attention, Curt and his team analyze and identify the hidden, costly distractions that plague teams, waste resources, destroy productivity, and derail innovation.

His unique perspective and entertaining speaking style combine unforgettable stories, cutting-edge research, and practical case studies. His many clients include AT&T, Southwest Airlines, Deloitte, JPMorgan Chase, Nike, the US Naval Academy, and SAP, to name a few.

Select Keynotes

- **Becoming a Focus-Wise Leader**

Category: Leadership – Since most organizations today are passively going the way of distraction, the few who wake up to the gravity of the situation and learn how to take control of their attention will see their value in the marketplace multiplied. You set the example for how to manage your attention in the workplace. You're also in charge of figuring out how to reach your distracted customer. This speech is directed toward leaders who watch as their bottom lines and employee engagement are negatively impacted by the always-distracted workforce. In this leader-focused speech, Curt Steinhorst answers: How can you communicate with your team to create a focused environment at work? And how can you help your organization truly stand out from the noise? What can you do to more effectively manage the rising demands on your own attention?

- **Can I Have Your Attention?**

For the first time in history, we live in a world without any barriers to connection or communication. This has fundamentally altered the way people work, engage, communicate, and relate to one another. *We have never been more distracted than we are today.* As a result, leaders at every level are:

- *Interrupted:* We work in a hyper-connected environment that often rewards responsiveness over responsibility.
- *Inundated:* We drown in an insurmountable volume of messages, tasks, requests, and meetings.
- *Confused:* We lack the visibility and capacity to prioritize requests for our attention effectively.
- *Disengaged:* We all depend on a connection with the purpose, mission, and value of our work for longterm engagement.

How to conquer distraction and refocus on what is most important in our lives and businesses is one of the most urgent problems to solve today.

We must become focus-wise, which means:

- Gaining a realistic model of focus that respects the science of attention and the *benefits* of technology.
- Rethinking the myth of work-life balance so that everyone gets more of you more of the time—rather than hardly any of you at all.
- Creating environments where attention is cherished and focus reigns

- ◆ Transforming relationships with those who deserve and demand your attention from focus enemies into attention allies.
- ◆ Building communities where you work together to establish norms, set expectations, agree on what matters, and support one another to achieve group and individual focus.
- ◆ Penetrating the noise surrounding your team and family and customers so that your messages touch people's lives and inspire greater loyalty, engagement and productivity.

- **Reaching the Distracted Customer**

Today's customers are harder than ever to reach—and retain. Attention drives their decision-making, but their attention has never been more divided. Simply put, the digital age has rewired your customers. What does this mean for your sales approach?

In this timely and informative speech, Curt Steinhorst tackles the key questions: What's changed in customer expectations, and what hasn't? How can you surprise and delight customers inundated by messaging? How can you leverage distraction to reach them more effectively?

- **Smarter Communication in the Age of Distraction**

Category: Teams – With communication barriers removed, the demands on today's employees have never been greater. Unfortunately, the vast majority of today's organizations are upholding values, setting expectations, and relying on processes that actually contribute to the noise, stifling the productivity they are trying to create. The results are costly: 70% of today's workforce is disengaged from their work. That's dire, but it also means there's a huge opportunity for your team if you fix the problem from the inside out. In this team-focused speech, Curt Steinhorst answers: How do you create organizational habits for open communication and highly-focused work? How do you create environments and processes that actually bolster your capacity for focus rather than harm it? How do you engage with emerging technology without letting it exploit you?

- **Virtual: Finding Focus in Uncertain Times**

In the span of days, the global pandemic has radically changed our patterns of life and work in ways that previously evolved gradually over decades. With unprecedented numbers of people working from home – either alone or alongside children, spouses or roommates – it has never been more important to reduce distractions and focus our attention on what matters most for our success at work and at home.

In his new message *Finding Focus in Uncertain Times*, Curt Steinhorst offers invaluable guidance for businesses seeking to build strong virtual teams that achieve greater levels of collaboration, innovation and productivity – for today and tomorrow.

Select Book Titles

- **2017:** Can I Have Your Attention?: Inspiring Better Work Habits, Focusing Your Team, and Getting Stuff Done in the Constantly Connected Workplace

Select Testimonials

Curt's delivery is direct, funny, informative, and most importantly, from one of the generations receiving criticism in the workplace from seasoned professionals. With specific examples of how to minimize conflict and maximize team-work, productivity, and communication, Curt moves beyond defining the generations and the challenges in the workplace to specific behavioral actions that can be taken to bridge the gaps. Hire Curt, and ALL the generations will have ah-ha moments!"

– CAROLINAS AGC, PRESIDENT & CEO

Curt's ability to command the undivided attention of the room is second to none. For someone who claims that attention is the heart of communication, he really lives up to his message on stage.

– CEO, NTT DATA

I applied his specific focus strategies to block all the 'noise' out and focus. I found myself sharing with everyone in my office.

– CHAPTER PRESIDENT, HSMIAI, DFW

No workforce issue is more important to address than the challenge of digital distractions. Curt speaks to this issue with impressive

knowledge and expertise, through a uniquely engaging and thought-provoking style. What most impressed me was the attention he gave to customizing his message for the specific needs of our industry.

– *PRESIDENT, TRAINING INDUSTRY, INC*

If you're looking for someone who can equip your people to better focus in today's work environment and do so while keeping them entertained and engaged, look no further than Curt. He made us think, he kept us laughing, and we left knowing how to improve our lives by reclaiming our attention.

– *PRESIDENT/CEO, ASPEN SKI COMPANY*

Everything a YPO/WPO speaker should be! Excellent in every way! Well done! ... Very, very interesting & informative ... Fantastic! Real take home value. Time flew by and I could have listened longer. Loved it! ... Off the charts! ... Nailed it! ... Curt is a great speaker and a terrific young man. He should definitely be a regular speaker at YPO and WPO meetings ... Perfect! Could not have been better ... 10+++!

– *YPO/WPO REBEL CHAPTER*