



THINK BETTER – NEUROSCIENCE: THE NEXT COMPETITIVE ADVANTAGE

Presented by Jeff Block
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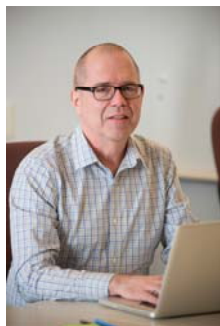
Description:

In workplaces throughout the world, scenarios of near-constant distraction have become the norm. We text during conversations, email during meetings, skimp on lunch breaks to catch up on work – always trying to process faster, handle more and work harder, often without realizing just how much we’re degrading our mental capabilities in the process.

Thankfully, our ability to focus is still salvageable. As a result of the vast amount of neuroscience research being done, there’s now hard evidence about what attention is, how it works, how to attain it and how to use it productively. By delving into the findings, Steelcase researchers have gained new insights into how our brains should shape thoughts, emotions and behaviors, and then applied this new science to create concepts for how thoughtfully designed workplaces can help workers better manage their attention. By leveraging the full capacity of our brains and our environments, it’s possible to think better at work.

Learning Objectives:

1. Learn what attention is, how it works, how to attain it and how to use it productively.
2. Learn how our brains should shape thoughts, emotions and behaviors.
3. Explore how thoughtfully designed workplaces can help workers better manage their attention.
4. Understand how it’s possible to think better at work.



Mr. Block is a Principal with the Steelcase Applied Research and Consulting team. He brings over 35 years of industry experience both in a design role and as a consultant. In his most current role, he has lead strategic consulting engagements and workplace strategy development with over forty clients. He uses his expertise to help clients link their business strategy with culture and spatial strategy.

Currently based in Detroit, Michigan, Mr. Block began his career with Albert Kahn and Associates, where he worked on a variety major projects for Fortune 500 companies. He came to Steelcase to build the relationship between Steelcase and the design community in the Michigan market, and has held a variety of sales and marketing roles with the company during his tenure.