

Joseph
McCormack



{noise}

living and leading when
nobody can focus ◀

WILEY

About the

Our world is filling up with noise. Screens are everywhere—constant connectivity, non-stop interruptions, meaningless e-mails, texts, and notifications. Our brains and attention spans are getting barraged.

{NOISE} is a book that tackles a serious issue that impacts everyone: we are dramatically losing our ability to focus and need ways to regain control of our daily lives.

Wouldn't it be nice to have a day—or even an hour—to disconnect from all of the static? Time to think. We mindlessly check our digital devices, aimlessly jump from playlist over to e-mail back to text and feel withdrawal symptoms when we're not doing something on a digital device.

It's a drain on our brain.

At work, home and school we are constantly connected to technology, yet less connected to each other. We are so deeply dialed in that we start tuning out people and important matters.

Our minds are filled to capacity. In the words of Kenny Chesney's song, "Noise", *"We didn't turn it on, but we can't turn it off."*

How can you avoid the empty allure of endless texts, e-mails, posts, updates, invites, alerts and "likes" and "shares" and zero in on what really counts? How can you fight back and thrive in the age of always-on technology and constant communication?

My book *Noise: Living and leading when nobody can focus* provides an old-school approach to a new-world problem. Not only do we need to tackle these sober challenges, but also embrace a systematic "AM/FM" and "pre-set" program as a first-step to regaining and improving our attention.

AM, or "Awareness Management" can improve how your brain must operate in an age of infobesity.

FM, or "Focus Management" offers strategies to help you shape the way people around you focus.




"Pre-sets" provide simple steps for noise reduction to avoid the thoughtless impulse to tune into noise and tune out what matters.

It's a noisy world. Let's push back on the inevitability of mindlessness and learn to focus.

{noise}

HOW THE BOOK IS ORGANIZED

PART

QUESTION	WHY?	WHY WORRY?	HOW DO WE IMPROVE?	HOW CAN WE HELP OTHERS?	WHAT'S NEXT?
TITLE	Weapons of mass distraction	The big tune out is coming	Awareness management–AM 101	Focus management–FM 101	Pre-sets: Simple programming for noise reduction
IN SIX WORDS	Noise, noise, so much noise	Short stories to wake you up	Be aware of your own awareness	Get others to tighten their focus	Practical daily challenges to dial in
THE GIST	Our brains are being barraged and it is seriously affecting a broad spectrum of society	Each of us feels the impact of information overload in very personal and permanent ways	It is a personal responsibility to manage how and when we choose to control our attention	We can help others around us by taking practical steps that will make them feel quick relief	Like you dial into a radio by pre-programming stations, these challenges quickly get you ready to focus
YOUR FEELING	 Curious		 Captivated		 Committed
BOTTOM LINE	The more information we consume, the less we retain	Infobesity is a serious societal shift that we must address	There are simple things we can do to regain our brains	We can influence how others improve their focus	We can drown out noise with clarity and control

NOISE was designed for the focused challenged in mind. I've included a few elements to simplify your journey through the book:

SOUNDBITES – simple insights that trigger us to avoid more noise and embrace clarity, focus, peace and calm.

NOTEWORTHY – short features that shed light on noise abatement and improved attention.

HOW CAN YOU FOCUS WHEN THERE IS SO MUCH NOISE?

At work, our world is flooded with constant information and non-stop distractions. At home, we're juggling more of the same. Our attention is being hijacked by noise.



Professionals spend an average of **23 hours** a week in meetings

51% of recipients delete email within 2 seconds of opening it

It takes about **25 minutes** to get back to task after an interruption

61% of Americans use their cell phones while in the bathroom

On average, people tap/swipe/click their smartphones **2,617 times** a day; heaviest users **5,427 times** a day

81% check their work e-mails over weekends



86% of students take their smartphones to bed with them

MOST homes have more televisions than residents

10.3 is the average age for getting a first smartphone

Adults spend **11+ hours** per day watching, reading, listening to, or simply interacting with media

Teens spend **9 hours** a day in front of screens; 8-12 year-olds spend **6**

About **70%** of Americans check their phones right before bed and as soon as they wake up

About the

Joe McCormack is passionate about helping people gain clarity when there is so much competing for our attention. In a world of shrinking attention spans and information overload, people struggle to focus.

An experienced marketing executive, successful entrepreneur and author, Joe is recognized for his work in concise, strategic communication and leadership development. His book, "Brief: Make a bigger Impact by saying less" (Wiley & Sons, 2014) tackles the timeliness of the "less is more" mandate. His new book, "Noise: Living and leading when nobody can focus" (Wiley & Sons, 2019) continues this conversation and addresses the daunting challenge of how to focus when the brain is bombarded by external and internal noise and unable to tune in.

An energetic leader, he founded The BRIEF Lab in 2013 after years dedicated to developing and delivering a unique curriculum on executive communication for U.S. Army Special Operations Command (Ft. Bragg, NC). He actively counsels military leaders and senior executives on effective, efficient communication and produces the weekly podcast series "Just Saying." The BRIEF Lab's mission is to help organizations create an elite standard of communication to improve operational efficiency and effectiveness.

His clients include Mastercard, Grainger, Boeing, Harley-Davidson, TransUnion, BMO Harris Bank, DuPont and a variety of U.S. military units.

Previously, he served as SVP, Corporate Marketing at Ketchum, a top-five marketing agency in Chicago, where he directed its corporate marketing practice and introduced new service models to enhance messaging and deepen relationships with market influencers.

He received a BA in English Literature from Loyola University of Chicago where he graduated with honors. Joe is fluent in Spanish and has broad international experience.

He lives in suburban Chicago and Pinehurst, NC.

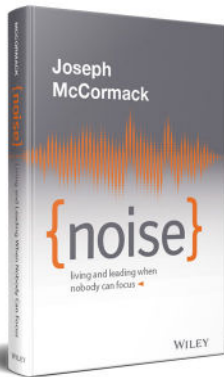


the

lab

A Sheffield Company

The lab is a specialty institute that develops lean communicators. It was founded by Joe McCormack to help professionals develop the discipline and decisiveness to be clear and concise when sharing vital information.



See More, Learn More!

Scan this tag or visit the lab.com to get access to insights, resources and a complete course curriculum.