

CSU'S GOT TALENT



LEARNING & DEVELOPMENT

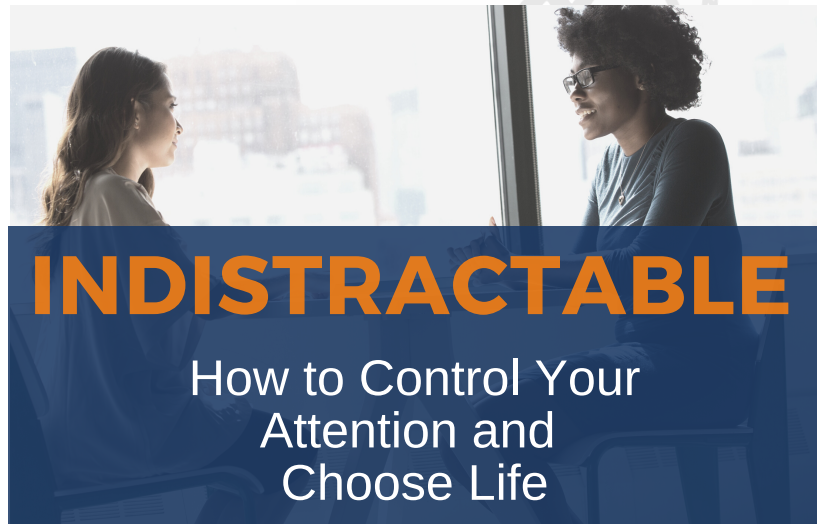
presents a series of LIVE online webcasts featuring innovative & essential training for your professional and personal success!

September 30, 2020

10:00am - 11:00am PT

All CSU Staff & Faculty are invited to attend this **free** webcast via this link:

<https://calstate.adobeconnect.com/CGT>



What could you accomplish if you knew how to improve concentration and overcome distractions? What if you had the power to stay focused and become "indistractable?" Nir Eyal reveals the hidden psychology driving us to distraction. He describes why solving the problem is not as simple as swearing off our devices. In this session, based on his book, *Indistractable*, he reveals **the key to getting the best out of technology, without letting it get the best of us.** Inside, Eyal overturns conventional wisdom and describes: Why distraction at work is a symptom of a dysfunctional company culture – and how to fix it. What really drives human behavior, and why "time management is pain management". Empowering and optimistic, *Indistractable* provides practical, **novel techniques to control your time and attention - helping you live the life you really want.**

About Nir Eyal, MBA

Nir Eyal writes, consults, and teaches about the intersection of psychology, technology, and business. Nir previously taught as a Lecturer in Marketing at the Stanford Graduate School of Business and the Hasso Plattner Institute of Design at Stanford. Nir co-founded and sold two tech companies since 2003 and was dubbed by The M.I.T. Technology Review as, "The Prophet of Habit-Forming Technology." He is the author of two bestselling books, **Hooked: How to Build Habit-Forming Products** and **Indistractable: How to Control Your Attention and Choose Your Life.** The Globe and Mail called *Indistractable*, "the best business book of 2019." In addition to blogging at NirAndFar.com, Nir's writing has been featured in The New York Times, The Harvard Business Review, Time Magazine, and Psychology Today. Nir attended The Stanford Graduate School of Business and Emory University.

This webcast will be recorded and available on CSU Learn

