



ALEXANDER  
BELL

PRESENTS

# ATTENTION *Intelligence*®

**Technology** and **productivity** expert, Alexander Bell, works with organisations to maximise performance, reclaim presence and inspire human connection in the digital age.

## The Challenge of Modern Work

- ▶ Technology shapes how we work and connect, but endless distractions weaken focus, hinder performance and undermine our presence.
- ▶ In our always-on world, success isn't just about productivity; it's about how your people use technology to drive performance, balance digital wellbeing and prioritise human connection.

## Give Your People Attention Intelligence®

- ▶ Businesses must control technology's impact and give teams the tools to maximise performance, maintain focus and be present in the moments that matter.
  - ▶ Attention Intelligence® helps teams design smarter digital habits, control their focus and develop Tech Rules® to thrive in a tech-driven world.
- Because without Tech Rules®, tech rules you.

*“WOW what a keynote... So inspiring!!”*

- Lynsey Oakes, Shared Services Forum UK

## Meet Alexander Bell

With over two decades as a serial entrepreneur and thought leader in technology, Alexander has led teams and built startups with global brands including Google, IBM, and Warner Bros.

His philosophy is inspired by his journey as a business leader, father, and digital wellbeing advocate. Combining sharp insights with sharp delivery, Alexander blends humour, history and science to go beyond just motivation. He delivers real-world tools for lasting change.

*“The perfect blend of  
humour, insight and impact.”*

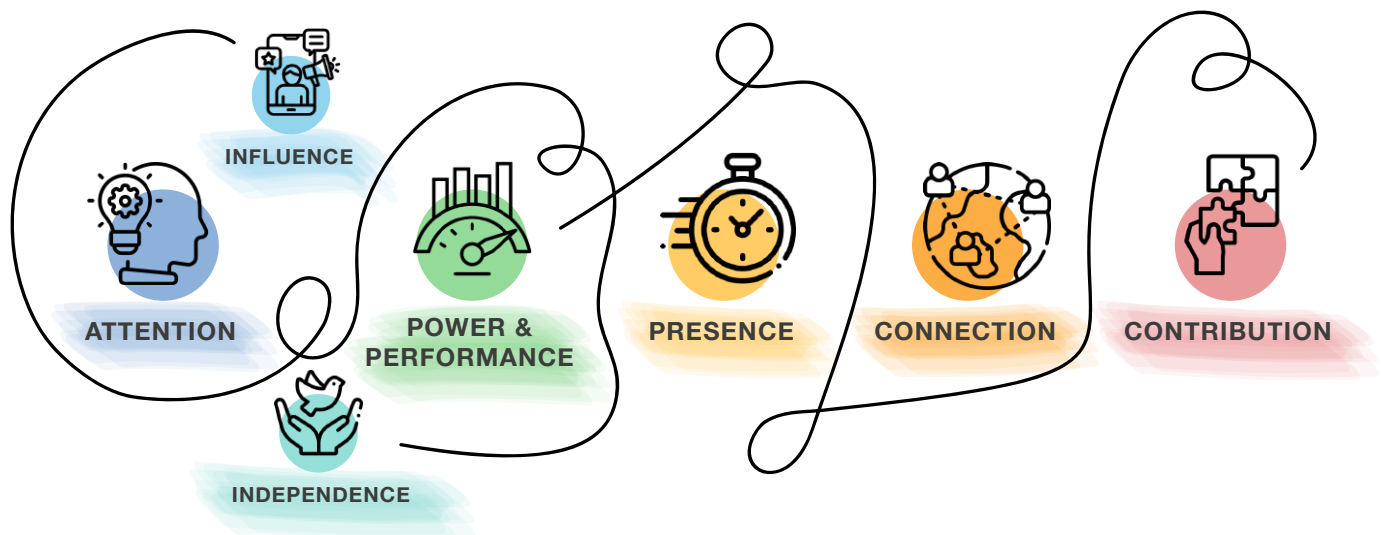
- Wendy Bond, BDO

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# ATTENTION INTELLIGENCE® METHODOLOGY



Created from Alexander's experience of leading businesses, building technology ventures and working alongside some of the world's most innovative organisations, Attention Intelligence® was developed as a practical response to an increasingly technology-first world.

Every business is now a technology business. As AI and advanced technologies become deeply embedded in our work and lives, the skills that differentiate high-performing individuals and organisations are becoming increasingly human. The ability to focus deeply, think critically, build meaningful relationships and remain present in an age of constant distraction has become a major competitive advantage.

Attention Intelligence® is a practical framework designed to bridge the gap between human thinking and technology, helping individuals and organisations harness the benefits of innovation without sacrificing focus, wellbeing or human connection. By developing healthier relationships with technology and more intentional habits, people can improve performance, protect their attention and create the conditions for better thinking, stronger relationships and more meaningful work.

Built around seven interconnected rules, the Attention Intelligence® methodology provides a roadmap for thriving in a world of digital overload, balancing productivity with digital wellbeing and ensuring that technology remains a powerful tool that serves people, not the other way around.

“

*It's hard to find a speaker who's this sharp on stage and this good to work with!*

*It takes rare skill to make a room roar with laughter and then sit in complete silence as the message lands.”*

- Zoe Lacey-Cooper  
Alternative Events

## THE 7 RULES OF TECHNOLOGY

- **Attention:** Free your focus from distraction and direct it towards what matters most.
- **Influence:** Understand how technology shapes your thinking and behaviour.
- **Independence:** Create healthy boundaries from technology to regain control.
- **Power & Performance:** Maximise productivity without sacrificing wellbeing.
- **Presence:** A true leadership skill. Be fully engaged in the moments that matter.
- **Connection:** Build stronger relationships with colleagues, clients and loved ones.
- **Contribution:** Use your attention and abilities to create meaningful impact.





# THE KEYNOTE

Alexander's keynotes explore the relationship between people, performance and technology, helping audiences reclaim focus, strengthen human connection and build healthier digital habits.

Blending humour, history and science with practical strategies, each keynote leaves attendees inspired, informed and equipped with tools they can put into practice immediately. Alexander will build your keynote around his core principles of Attention Intelligence® and match them to your event theme and delegate requirements.

Here are two popular examples:

## Attention Intelligence®: The Missing Link Between People, Performance and Technology

Life is short and our attention spans even shorter. In a world of competing notifications, endless newsfeeds and constant distractions, our ability to focus has never been more under threat.

In this thought-provoking keynote, Alexander explores the science of attention and introduces Attention Intelligence®: a practical framework for strengthening focus, managing digital distractions and improving performance in an always-on world.

Through practical tools, relatable stories and memorable insights, audiences discover how to design smarter digital habits, reclaim their attention and create the conditions for greater productivity, digital wellbeing and human connection.

## The Power of Human Connection in the Digital Age

As we mark 150 years since Alexander Graham Bell made the very first telephone call, there has never been a more important time to talk about the impact of technology on human connection.

Technology is convenient, quick and highly efficient. But long-term success isn't just about efficiency; it's about presence, trust and meaningful relationships.

In this inspiring keynote, Alexander explores how organisations can harness the benefits of technology without losing sight of what matters most: their people. Through humour, history and practical insights, audiences will learn how to create a culture of human connection in an age of digital everything.



Every attendee will receive a Top 5 Tech Rules handout!

# THE WORKSHOP

For organisations looking to go deeper, Alexander's interactive workshop transforms the ideas from the keynote into practical action.

Through engaging discussions, self-assessments and hands-on exercises, participants explore the science of attention, the hidden costs of digital distractions and the habits that shape their relationship with technology. Attendees complete a Digital Habits Self-Assessment, undertake a Screentime Deep Dive and create their own personalised Attention Intelligence® Action Plan, including Tech Rules® and a 90-Second Focus Plan.

Every participant leaves with practical tools, additional learning resources and a clear framework for improving focus, boosting performance, strengthening digital wellbeing and prioritising human connection.

## TECH Rules®



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