



## Speaker Kit

**Jeff Copper, MBA, PCC, CPCC, ACG, PCAC**

*Attention Expert and ADHD & Attention Coach,  
Media Host, Author, Speaker, Mentor Coach,  
ADHD Coach Trainer*

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# Introduction



## Biography

Jeff Copper, MBA, PCC, PCAC, CPCC, ACG, is an attention coach and expert on attention issues. As founder of [DIG Coaching Practice](#) and the host and founder of [Attention Talk Radio](#) and [Attention Talk Video](#), Jeff coaches individuals and entrepreneurs with ADD/ADHD symptoms who are seeking personal and business results.

As an attention coach, Jeff encourages others to realize their own potential by helping them to overcome information overload, chronic disorganization, ADHD and ADD symptoms, time management problems, attention deficit disorder impulsivity, and other conditions that may hinder one's advancement.

As someone who has had to learn to manage attention and deal with his own challenges, Jeff's mission is to help his clients understand themselves and how their minds work. It is for this reason Jeff developed his anatomy of attention construct to help people with ADHD and other attention challenges to regain control of their attention and move past the barriers that are impeding their focus. It works by teaching people how to identify the underlying causes of their distractions, clear them, and pay attention to the right things at the right time. Using the anatomy of attention construct, Jeff's clients are able to achieve what they are capable of faster and with less stress, and create the environments they need to be more productive.

Jeff received a bachelor's degree from Indiana University and an MBA from University of Tampa. Jeff has immersed himself in the professional ADD/ADHD coaching industry by obtaining professional designations from the International Coaches Federation (ICF) and the Professional Association for ADHD Coaches and completing training certification programs at The ADD Coach Academy, and the Coaches Training Institute.

Jeff is a member of the Attention Deficit Disorder Association (ADDA), Children and Adults with Attention Deficit/Hyperactivity Disorder (CHADD), ADHD Coaches Organization (ACO), Professional Association for ADHD Coaches (PAAC), ADD Resources, and the International Coach Federation.

Jeff lives in Tampa, Florida.

## Booking

To book Jeff Copper, contact:

Jan Owens  
[info@digcoaching.com](mailto:info@digcoaching.com)  
352-787-1311

# Speaking Experience

## Presentations

Jeff Copper has motivated thousands of educators, professionals, and students to become more successful in their daily lives by learning to manage attention more effectively.

Jeff's speaking appearances include:

- *The Impact of ADHD on Sports and Exercise*  
The 2014 Annual Attention Deficit Disorder (ADDA) Conference  
July 25, 2014 Orlando, FL
- *The Anatomy of a Strength*  
Succeed with ADHD Telesummit 2014!  
July 14-18, 2014
- *ADHD Logistics Don't Have to be a Nightmare!*  
Impact ADHD ([www.impactadhd.com](http://www.impactadhd.com))  
May 20, 2014
- *Come Play with Us: An Expert Panel on Play and the ADHD Brain*  
ADHD Coaches organization Conference, Phoenix, AZ  
May 3, 2014
- *Attentional Blindness – Barriers to Effective Coaching*  
ADHD Coaches Organization Conference, Phoenix, AZ  
May 3, 2014
- *Impact of ADHD on Sports and Exercise*  
ADHD Parents Support Network of Tampa Bay  
February 18, 2014, Tampa, FL
- *A Coach's Insight, Coaching College Students.*  
2014 Transitions Conference at Lynn University  
January 31, 2014
- *The Impact of ADHD Outside of School and Work.*  
2014 Transitions Conference at Lynn University  
January 31, 2014
- *The Impact of ADHD on Sports and Exercise*  
Totally ADD (Webinar at [www.totallyadd.com](http://www.totallyadd.com))  
July 29, 2013
- *Paying Attention to the Meds that Help ADDers to Pay Attention: Lessons Learned from Dr. Charles Parker*
- ADHD Parents Support Network of Tampa Bay  
January 15, 2013, Tampa, FL

- *The Role Attention Plays in Our World and Managing It*  
ADD Resource ([www.addresource.org](http://www.addresource.org))  
April 24, 2012
- *Attention Deficit Disorder (ADD) – Workplace Problems, Costs and Solutions*  
Society for Human Resource Management, Volusia-Flagler Chapter  
July 20, 2011, Daytona, FL
- *The Science of Similar*  
ADHD Coaches Organization Conference  
May 2010, Chicago, IL
- *Insightful Thinking: How It Can Help ADD-ers*  
Think Positive, Think ADD/ADHD (ADD support group)  
January 8, 2010, Tampa, FL

## Attention Talk Network (Media Resource)

### ***Researching Attention, One Expert at a Time***

In addition to coaching and speaking, Jeff founded the Attention Talk Network, which includes three media channels: Attention Talk Radio, Attention Talk Video, and Attention Talk News. The network is dedicated to paying attention to attention deficit hyperactivity disorder (ADHD) in audio, video, and print formats. As host and editor of the network, Jeff has interviewed dozens of ADHD and attention experts throughout the world. In his hundreds of interviews and conversations, he has shared his insight with hundreds of thousands of individuals since 2009. This interaction and real-life experience cannot be obtained by reading a book.



### **Attention Talk Radio... Your ADHD Information Station!**

Attention Talk Radio is a narrowcast Internet-based radio show. Weekly, Jeff interviews ADHD experts on a range of topics from ADHD medications to time management, organizational strategies, and more. The show can be accessed live by calling in or listening via the archives on the web or through iTunes.

[www.attentiontalkradio.com](http://www.attentiontalkradio.com)



### **Attention Talk Video... Your ADHD Talk Show Station!**

Attention Talk Video is an Internet-based talk show. Weekly, Jeff interviews ADHD experts in a short talk show format. The show can be accessed on You Tube.

[www.attentiontalkvideo.com](http://www.attentiontalkvideo.com)



### **Attention Talk News... Your ADHD News Source!**

Attention Talk News is an online subscription-based newsletter featuring relevant articles from guest writers, blogs, podcasts, industry updates and the current programming schedules for Attention Talk Radio and Attention Talk Video.

[www.attentiontalknews.com](http://www.attentiontalknews.com)

## Speaking Topics

### ***Shifting from “I Should Have” to “I Did!”***

I should exercise, I should get organized, I should study, I shouldn't procrastinate are automated responses for many who are stuck. Today, more than ever, we live in a “just do it” society. If you can't “just do it,” you are diagnosed as broken. Your prescription... just try harder.

How convenient for corporate America. The more they can make us all the same, the easier it is for them on two levels. First, a one-size-fits-all product is a huge market. It is simple and profitable. Customization increases complexities and costs more to produce. Second, people don't buy prevention. They buy treatment. This creates an incentive to make you feel broken when the one-size-fits-all solution doesn't work. Then, it creates a need for people to buy the treatment to fix the perceived problem. The more corporate America can make you feel broken, the more emotional it becomes. Emotion translates into more sales and higher profit margins.

Daily, you are brainwashed with “just do it” so you'll believe “I should just do it,” leading to “I should do this... I should do that.” Over time, people just end up “shoulding” all over themselves. They never get to “I did it” because they are focused on what they think they should do. All this will bring awareness to the “shoulding” epidemic that has been sweeping through the country.

In this presentation we look at the anatomy of the word “should” using statistical concepts like normal distribution and standard deviation. We look at the word “should” as a diagnostic tool and a compass to help create awareness of what isn't working, and then we can begin to direct attention to how you can do it.

Finally, we'll look at key concepts and tactics you can use daily to illustrate how to overcome the “shoulding” epidemic. We show you how to shift your mindset and get around what you thought you “should do” to what you “could do.”

### ***Attentional Blindness – Barriers to Effective Coaching***

When you have a hammer, everything looks like a nail. When an individual gets a diagnosis of attention deficit disorder (ADD), everyone sees deficits of attention. Labels, questionnaires, top ten lists, cognitive tests, etc., narrowly direct our attention, much like having a hammer or the label ADD.

More often than not the very thing we use to focus our attention leads it in the wrong direction. When this happens, it creates attentional blindness and inhibits our ability to observe the obvious. Attention blinders impact not only those we coach, but also the coaches themselves.

Attendees will be able to define attentional blindness and apply actual experiences where they can see examples of how they exercise their attention. By witnessing yourself missing the obvious due to attentional blinders, you will have a greater understanding of

the concept. We also discuss how to coach or work with your clients in removing blinders to their attention and give you strategies to manage yourself in the context of what blinds you to the obvious as a coach.

### ***Paying Attention to the Meds that Help Those with ADHD Focus***

“Take two aspirin and call me in the morning!” Prescribing ADHD stimulant medications is not that simple. Like attention, it is as simple as it is complex to understand. To be effective, the right drug needs to be taken in the right dose at the right time. Further, the medication must pass through the body unobstructed to reach its target, the brain. The digestive tract, food sensitivities, interaction with other drugs, the immune system, metabolism, and other variables can have a negative impact on the effectiveness of ADHD stimulant medications. Proper dosing takes patience and a collaborative relationship with your mental health provider. The key is – education awareness – having a context to understand the simplicity and complexities of these medications.

In this session we discuss the different areas that could impact ADHD medication. We bring awareness to it and arm you with the information necessary to have a more effective conversation with your mental health provider. You will leave with the knowledge needed to be able to dose safely – effectively giving you the greatest chance of maximizing the benefits of ADHD stimulant medications.

### ***The Science of Coaching in the Context of the Scientific Method***

W. Edwards Deming once said, “If you can’t describe what you’re doing as a process, you don’t know what you are doing.” This is especially true in the world of coaching.

Most if not all coaches can articulate how the coaching process works in a methodical way or, at the very least, point to the outcome. Some are able to share insight around how coaching works without referencing outcomes. Few, if any, can explain how the coaching process applies the scientific method in the same way we are taught in the world of physical science – producing outcomes and discoveries.

Science defines itself by the scientific method and if that method cannot be applied, it is not considered science. What makes coaching difficult in that context is that you are coaching the individual. There is no control group. This discussion looks at science, its fundamentals, and the coaching process – specifically, how coaching uses the scientific method to help move people forward in their careers or personal lives.

Attendees will leave with a better understanding of the different components of coaching and be able to organize them in a way that makes sense to those in the science or logic-based community.



## ***The Science of Similar***

When you are stuck, what do you pay attention to? Do you pay attention to the obvious solution as if you are the same as everyone else? Or do you pay attention to how you are different?

In our science-driven society, our attention is constantly directed to the “top 10” solutions of the day. Such lists serve us well when individual characteristics match the norm. But when our unique differences differ from the norm, the top 10 list can become the very barrier inhibiting our ability to pay attention to what works for the individual.

We look at the characteristics of physical science, biological science, behavioral science, and the science of one (meaning unique, with nothing to compare it to). Then, we will put the science of coaching into a context by looking at and discussing coaching as the process of paying attention to the differences in things that are similar. As the discussion unfolds, I will highlight how paying attention to what is different is the very means by which a person finds the obvious solution when it is not on the top 10 list.

This discussion builds a mental model (metaphor) to help ADD coaches understand and articulate the science of coaching (which I call the science of similar) and put it into context in relationship to what is obvious, which, in this case, is science.

## ***The Anatomy of a Strength***

Strength – what exactly is it? How is it different from a talent, a skill, or a gift? To understand what a strength is, one will need to disregard conventional wisdom and existing paradigms in favor of finding a new paradigm. This is why Jeff Copper developed a **Strengths Formula** that puts everything into a context with a clear definition.

In this discussion, Jeff shares his Strengths Formula, deconstructs each component, illustrates what it looks like, and puts the words “strengths,” “skills,” “knowledge,” “experience,” “passions,” “modalities,” “gifts,” and “talents” into perspective in a mathematical-like formula.

Over time, this formula has proven to be an invaluable tool... and one used daily to help those with ADHD move forward!

## ***The Impact of ADHD on Sports and Exercise***

There are differing opinions when it comes to whether sports are beneficial or detrimental to those with ADHD. The answer is both. Variables to consider when it comes to an individual with ADHD participating in sports include the type of sport, pressure, and whether a learning disability is present. The type of ADD one has plays a role, as well, since not all attention disorders are created equal.

Sports and exercise can offer benefits from a physical, psychological, and social perspective. In this presentation we explore these benefits with a look at the pros and cons between individual sports and team sports –on both competitive and recreational

levels. For example, ADHD coupled with a learning disability can make learning the plays in team sports more challenging. Others may find aerobic exercises too boring. These are the types of issues we explore in order to help attendees determine which type of sport or exercise is best suited for their needs.

Attendees will leave with a better understanding of the challenges they've faced in the past and specific strategies to look for when engaging in sports or physical activity in the future.

# DIG Coaching in the News

## ***Attention Magazine***

Jeff serves on the Editorial Committee for *Attention Magazine* published and distributed by Children and Adults with Attention Deficit Hyperactivity Disorder (CHADD), the largest nonprofit organization in the world dedicated to advocating for those with ADHD.

## ***ADHD Heroes by Judy Brenis***

Jeff is a featured hero in chapter 15: “This Attention Coach Has Walked in Your Shoes”.

[http://www.amazon.com/ADHD-Heroes-Judy-Brenis/dp/1493634178/ref=sr\\_1\\_fkmro\\_1?ie=UTF8&qid=1392403858&sr=8-1-fkmro&keywords=AHDH+Heroes+Judy+brenis](http://www.amazon.com/ADHD-Heroes-Judy-Brenis/dp/1493634178/ref=sr_1_fkmro_1?ie=UTF8&qid=1392403858&sr=8-1-fkmro&keywords=AHDH+Heroes+Judy+brenis)

## ***Published Articles***

Over the years, Jeff’s expertise on attention-related topics has lent itself well to articles that have been published in books and magazines and on websites. A sampling of those articles includes:

- ***365+1 Ways to Succeed with ADHD*** (2011, Laurie Dupar)  
Participating author.  
<http://www.amazon.com/365-ways-succeed-ADHD-strategies/dp/0615675247>
- ***How to Deal with ADHD and Boredom*** by Ari Tuckman and Jeff Copper  
February 2014 edition *Attention Magazine*, page 16.  
<http://digitaleditions.sheridan.com/publication/index.php?i=195549&p=16>
- ***ADHD Coaching – Living Left-Handed in a Right-Handed World***  
JST Coaching Guest Blogger – March 2012  
<http://www.jstcoach.com/2012/03/adhd-coaching-living-left-handed-in-a-right-handed-world/>
- ***Impact ADHD Blog***  
Interviewed as expert July 2012  
<http://parentingadhd.net/attention-talk-radio-host-jeff-copper-on-parenting-in-the-realm-of-adhd/>
- ***ADHD is Miss Labeled***  
Impact ADHD Guest Blogger  
<http://childrenwithadhd.net/attention-deficit-disorder-is-not-a-deficit-of-attention/>

## Testimonials

Dear Jeff, I wanted to thank you for participation in the 2014 Transitions Conference. I have heard such positive feedback from attendees who benefited from your sessions and continue to receive glowing reviews. We have just recently sent out our final survey to attendees and look forward to their feedback as well.

Your contribution to the speaker lineup certainly leveraged the benefit of the conference to attendees. I had spoken to many registrants who had signed up to specifically hear what you had to say. I also wanted to thank you for your ongoing promotion of the conference and sharing our story on Attention Talk Radio.

I hope to work closely with you in the coming years and hope you enjoyed your experience at Lynn University.

~ **Ashleigh K. Fowles, Assistant Director of Major Gifts**

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Mr. Jeff Copper was the speaker for the Tampa Bay ADHD Parent Support Network in January of 2013. I highly recommend him for any other groups wanting a dynamic, engaging speaker on any topic related to ADHD.

Our ADHD Parent Support Network is a group in Hillsborough County that meets monthly at Tampa Day School. It is an all-volunteer effort, designed to provide parents with education, support, and hope. We generally have between 20-30 people in attendance. Jeff has been a wonderful supporter of the group since its beginning. When he agreed to come and speak, I was thrilled because he has such deep knowledge of ADHD and is such an engaging person. The room was packed, with over 30 people in attendance—one of the largest groups we have had.

He was incredibly well-prepared for the talk, which was good since our technology went out several times during his presentation! He carried on as the superb professional he is, engaging the audience, sharing his knowledge, and handling a stressful situation with grace and aplomb.

I highly recommend Jeff as a speaker. His knowledge and dynamic style make him perfect for a community presentation, conference keynote, or continuing education with professionals.

~ **Norrine L. Russell, Ph.D.**

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Thank you for speaking at the ACO conference. I've had the honor of reviewing your evaluations, and people were very inspired by your presentation. Twenty-five evaluations were submitted. "Very interesting and engaging" sums up what people were saying. "Fantastic!" "This man is going to revolutionize perspectives." "Inspiring!" "Fun!" You might want to know that a handful (only 6 of the 25) of the evaluations gave middling

marks for organization and pace of presentation. No one wrote specific comments, however. Obviously, you are a well-loved presenter and we look forward to having you back again at a future ACO conference. You truly helped us raise the bar for all of us. We are most grateful.

~ **Viveca Monahan PCC, 2010 ADHD Coaches Organization Conference Chair**

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As a new executive director, I turned to Jeff Copper for some business advice. What I got was an executive coach who empowered and motivated me. Jeff challenged me. He asked me tough questions I ordinarily would not have considered that forced me to think outside of my comfort zone. Jeff accelerated my learning curve not by giving me the answers but by enabling me to discover them on my own. To date, my venture's success far exceeds my expectations.

~ **Clara Reynolds LCSW, Executive Director, Success 4 Kids & Families, Inc.**

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I recently asked Jeff to provide keynote remarks at a seminar I held. The seminar was on the subject of innovation and entrepreneurship in uncertain times. The audience included senior executives from all over Florida, and Jeff's remarks were spot on. He was funny, creative, and inspiring all at once. Thanks ... I look forward to utilizing Jeff again in the near future.

~ **David Parker**

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To The Universe:

I want to thank you for the path my life has taken in the past year. One year ago I had started a journey on my own. I was going to focus on the positive, weed out the unhealthy, rediscover who I wanted to be, and move full steam ahead in my personal life and professional career. I was puddle jumping for the first few months. Then in March of 2012 a series of events brought Jeff Copper into my life. In reality, I think I pushed myself into his! By April I had begun my training as an ADHD coach at the ADD Coach Academy (ADDCA). Soon after this I realized that I needed a mentor coach. Jeff, I quickly realized, would be my ideal mentor coach.

I do need to set the background so you know what this really means. I am a licensed clinical psychologist. Being the self-actualized person I am (ha-ha), I have been to more than a few therapists throughout my life. Plus, don't forget, I went to graduate school, completed an internship, and had a lot of post-doctoral training. I have had some great therapists and mentors in the past. However, I have never had either a therapist or a mentor who helped me to grow and improve both personally and professionally as much as Jeff has.

Throughout my course work at ADDCA Jeff worked as my mentor. Every week asking permission to "push" me. I coached him, he coached me, we talked about coaching. Every session was a gold mine. Jeff was like my ideal trainer at the gym -- the guy who, when I say "ouch," tells me to do 5 more reps. Because I'm learning. Jeff kept the perfect

balance of being tough, honest, and direct by being kind, complimentary, and encouraging.

This month I completed my advanced course work and hope to get certified. I have learned a lot about coaching strategies and models through my coursework, but I have learned about the heart of being a coach from Jeff Copper. I could not have asked for a better mentor, coach, and friend.

Thank you.

~ **Kirsten, Licensed Clinical Psychologist and ADHD Coach**

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## Abstract

### ***If Only You Understood Attention!***

As a coach, I've studied attention, interviewed attention experts, and witnessed my own attention. One thing is for sure – attention is unique. Only the individual can observe what they are attending to, and as a result, it is as simple as it is complex to understand.

The best way to understand attention is to actually observe it. DIG Coaching's recently launched workshop titled, "If Only You Understood Attention!" will take you through your own attention in the context of Jeff Copper's anatomy of attention construct. With simple attention exercises, you will understand the difference between attention and the object of attention, you will be able to diagram attention and understand what attentional blindness is, and finally you will have mapped out the anatomy of insightful thinking.

It takes time to learn to witness your attention and manage it. It isn't hard but it takes practice and patience. This workshop was created to give you a more powerful way to observe your attention. And upon completion, I promise you that you'll understand attention in a completely different way and have the foundation to begin to manage it like never before!

## Press Release

### ***DIG Coaching Practice Launches New Workshop Focused on Attention; Will Forever Change How you Understand and Manage It***

Tampa, Fla. – March 28, 2014 – DIG Coaching Practice (DIG), a leading ADHD and attention coaching practice, today announced it has launched a new workshop “If Only You Understood Attention.” The workshop is a series of videos containing five lessons that will change the way students, professionals, or even those looking to boost productivity look at attention and manage it moving forward.

DIG Coaching’s Jeff Copper will take individuals through their own attention in the context of Copper’s anatomy of attention construct. With simple exercises, viewers will understand the difference between attention and the object of attention. They will be able to diagram attention and understand what attentional blindness is and finally be able to map out the anatomy of insightful thinking.

“I’m very excited about the launch of this new construct and to be able to share much of what I’ve learned over the years coaching and helping individuals to move forward and to manage their own attention deficit hyperactivity disorder,” said Jeff Copper, founder of DIG Coaching Practice. “By sharing this program, I’m hopeful that many will be able to observe and manage their own attention in ways they never thought possible.”

Being able to witness attention as it is taking place is what Copper calls observational attending, which is one of the most important skills that can be developed. Learning to witness and manage attention takes time, practice, and patience. This workshop was created to provide a more powerful way to observe attention, and upon completion, viewers will be able to understand attention in a completely different way and have the foundation to manage it like never before.

To learn more about this workshop series and hear from others who have learned to manage their attention, visit [www.digcoaching.com](http://www.digcoaching.com).