



# Speaker Kit

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

*Attention Expert, 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.

He is the author of *Cognitive Ergonomics From the Inside Out™*, a groundbreaking ADHD intervention that takes a systems engineering approach to solving ADHD problems. He also developed AttentionScope® as a lens to bring tangibility to executive functions, make objective observations to understand problems, identify the root cause, and problem-solve.

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.

In November 2022, Jeff was awarded the ACO Professional Excellence Award from the ADHD Coaches Organization at the Annual International Conference on ADHD.

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 (ICF).

Jeff resides in Tampa, Florida.

### Booking

To book Jeff Copper, write to [info@digcoaching.com](mailto:info@digcoaching.com)

## Professional Speaking Experience

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 most recent speaking engagements include:

- ***Fitting the Task to Your Brain: A New Intervention for ADHD***  
Presentation, 2024 Women's Palooza sponsored by Linda Roggli, ADDiva.net Apr 1, 2024
- ***A New Paradigm to Solve ADHD Problems***  
Presentation, 2024 ADHD Toolbox sponsored by Bob Dietrich Mar 19, 2024
- ***Cognitive Ergonomics From the Inside Out***  
Interview by Robbie Robertson, Out of the Blank Podcast Mar 5, 2024
- ***ADHD: Obvious Things That Are Getting in Your Way***  
Presentation, Crush Your ADHD Summit: Reboot, Reload, Reimagine Jan 22, 2024
- ***Breaking the Discomfort of Agitated Boredom***  
Interview by Brooke Schnittman, SuccessFULL with ADHD Podcast Dec 13, 2023
- ***ADHD: Taking a Systems Engineer Approach to Organization***  
Presentation, 2023 International Conference on ADHD Dec 2, 2023
- ***Why Do I Have Negative Self-Talk and What To Do About It***  
Presentation, The ADHD Toolbox Live Summit sponsored by Bob Dietrich Nov 7, 2023
- ***ADHD and Emotion Sickness***  
TADD Talk sponsored by Attention Deficit Disorder Association (ADDA) Oct 2, 2023
- ***ADHD and the Connection Between Thinking and Planning***  
Interview by David Greenwood, Overcoming Distractions Podcast Sept 18, 2023
- ***Dictate Your Way to Success***  
Interview by Brooke Schnittman, SuccessFULL with ADHD Podcast Sept 13, 2023
- ***ADHD and Working Memory***  
Presentation, Out of the Blank Podcast sponsored by Robbie Robertson Aug 28, 2023
- ***ADHD Insights: The Commotion of Emotion***  
Presentation, Crush It at Work/School Summit sponsored by Alan P. Brown Aug 18, 2023
- ***ADHD: The Elephant in the Room... Impaired Thinking***  
Presentation, 2023 Parents' Palooza sponsored by ADDiva and ImpactADHD Aug 1, 2023
- ***A Fresh Perspective on Executive Functions***  
Interview by Dr. David Pomeroy, ADHD Focus Podcast Jul 25, 2023
- ***ADHD and Thinking Towards a Goal: Is It an Impairment?***  
Presentation, On the Right ADHD Trail Telesummit sponsored by Cathy Goett Jun 16, 2023
- ***ADHD and Emotions: What's All the Commotion?***  
Presentation, Women's Palooza sponsored by Linda Roggli, ADDiva.net Mar 16, 2023
- ***Casting Your ADHD in a Role to Win an Academy Award***  
Presentation, ADDA Webinar, ADDitude Magazine/WebMD Mar 8, 2023

- ***Are you following conventional wisdom with your adult ADHD?***  
Interview by David Greenwood, Overcoming Distractions Podcast

Mar 4, 2023
- ***Managing Emotional Self-Regulation***  
Interview by Ali Idriss and Brooke Schnittman, ADHD Power Tools

Feb 22, 2023
- ***Executive Function & Emotional Self-Regulation***  
Interview by Ali Idriss and Brooke Schnittman, ADHD Power Tools, DifferentBrains.org Video Series

Jan 19, 2023
- ***How to Reboot Your ADHD Brain and Get into the Flow***  
Presentation, Crush Your ADHD Summit sponsored by Alan P. Brown

Jan 23, 2023
- ***Emotional Self-Regulation***  
Interview by Ali Idriss and Brooke Schnittman, ADHD Power Tools

Jan 4, 2023
- ***Understanding the Obstacles to Self-Awareness via Dr. Russell Barkley's Executive Function Construct***  
Presentation, 2022 Annual International Conference on ADHD

Nov 19, 2022
- ***Executive Functioning: The Devil is in the Details***  
TADD Talk, Attention Deficit Disorder Association

Oct 4, 2022
- ***How Executive Functions Play a Role In Planning, Organization, Priorities and More***  
Interview by David Greenwood, Overcoming Distractions Podcast

Sept 12, 2022
- ***The R.O.I. of Investing in ADHD and Strengths***  
Presentation, Executive Function Online Summit sponsored by Seth Perler

Aug 5, 2022
- ***Hypersensitivity: What's Really Going On?***  
Presentation, 2022 Parents Palooza sponsored by Linda Roggli, ADDiva.net

Jul 28, 2022
- ***ADHD Lifestyle Habits: Sleep, Exercise, and Nutrition***  
Interview by David Pomeroy MD, ADHD Focus Podcast

Jul 28, 2022
- ***Effective Support Strategies for Students with ADHD***  
Interview (2 parts), School Behaviour Secrets in the UK Podcast

May 17 & 24, 2022
- ***How Do We "Own" Our ADHD?***  
Interview by David Greenwood, Overcoming Distractions Podcast

May 21, 2022
- ***Mindset Strategies for ADHD***  
Presentation, ADHD Toolbox telesummit sponsored by Bob Dietrich

Apr 26, 2022
- ***ADHD Coaching with Jeff Copper, PCC***  
Interview by Clark Luby on The Coach's Compass Podcast

Apr 16, 2022
- ***Anatomy of Organization with Jeff Copper***  
Interview by Ali Idriss and Brooke Schnittman, ADHD Power Tools

Feb 23, 2022
- ***7 Insights into the ADHD Brain That Transform Lives***  
Presentation, ADDA Webinar, *ADDitude* Magazine/WebMD

Feb 22, 2022
- ***Prioritization: Task Darwinism with Jeff Copper***  
Interview by Ali Idriss and Brooke Schnittman, ADHD Power Tools

Feb 9, 2022

- ***Clarity and Motivation*** Jan 26, 2022  
Interview by Ali Idriss and Brooke Schnittman, ADHD Power Tools
- ***Activating Your Plans and Getting Stuff Done with ADHD*** Jan 18, 2022  
Interview by David Greenwood, Overcoming Distractions Podcast
- ***Mirror, Mirror on the Wall, What's So Scary About It All?*** Dec 7, 2021  
Presentation, Nassau County (New York) Chapter of CHADD
- ***ADHD: Things That Make You Go Hmmm*** Nov 5, 2021  
Presentation, 2021 International Conference on ADHD
- ***Dr. Russell Barkley's ADHD Construct: Understanding the Model to Help Those Who Struggle*** Nov 4, 2021  
Presentation, 2021 International Conference on ADHD
- ***The Relationship between Uncertainty and Avoidance,*** Oct 5, 2021  
Interview by Kolby Kail, Speech Therapy
- ***ADHD and the Power of Meditation, Exercise, Diet, and Sleep*** Jun 26, 2021  
Interview by David Greenwood, Overcoming Distractions Podcast
- ***Fear and Self Awareness: The Mind's Mirror*** Jun 2, 2021  
Presentation, Webinar produced by Attention Deficit Disorder Association
- ***Shifting Your Mindset to Accept Who You Are*** Mar 9, 2021  
Presentation, ADHD Women's Palooza, hosted by Linda Roggli
- ***Designing a Comprehensive ADHD Fitness Program*** Nov 6, 2020  
Presentation, 2020 Virtual International ADHD Conference
- ***Is Your Working Memory Working?*** Nov 9, 2019  
Presentation, 2019 International Conference on ADHD
- ***Impact of ADHD on Sports and Exercise*** Nov 8, 2018  
Presentation, 2018 International Conference on ADHD
- ***Maybe you are paying attention to the wrong thing!*** Apr 10, 2016  
Presentation, Telesummit produced by Valarie Carlene
- ***Boredom's Impact on ADHD and Productivity*** Feb 22, 2016  
Presentation, Teleseminar, Institute for Challenging Disorganization
- ***We're Engaged! How to Transform Your Boredom Into Motivation, Engagement, and Action*** Feb 2, 2016  
Presentation, Webinar, ADDitude Magazine
- ***Exercise: The Rodney Dangerfield of ADHD Treatment*** Jan 14, 2016  
Presentation, Women's Palooza, produced by Linda Roggli
- ***Driven by Boredom*** Nov 14, 2015  
Presentation, 2015 Annual Conference on ADHD
- ***The Impact of ADHD on Sports and Exercise*** Jul 25, 2014  
Presentation, 2014 Annual Conference on ADHD

# Attention Talk Network Media Resources

## ***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 weekly narrowcast Internet-based radio show. Jeff interviews ADHD experts on a range of topics from ADHD medications to time management, organizational strategies, and more. The show can be accessed on the web or via iTunes or other podcast platforms.

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



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

Attention Talk Video is a platform presenting videos each week on topics of interest by Jeff and other ADHD experts as his guests and providing educational information and support for those with ADHD. The episodes can be accessed on YouTube. [www.attentiontalkvideo.com](http://www.attentiontalkvideo.com)



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

Attention Talk News is a quarterly subscription-based eNewsletter featuring relevant articles from guest writers, blogs, podcasts, industry updates, and current programming schedules for Attention Talk Radio and Attention Talk Video.

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



## Speaking Topics

### ***ADHD and Emotions: What's All the Commotion?***

Got ADHD? Do your emotions cause quite a commotion? Like a big ocean, do they stop your forward motion? ADHD is an executive function impairment. The major executive function is self-regulation. There are two things you need to regulate -- attention and emotions. For most of us, emotional regulation is the biggest challenge and is an obstacle to attention.

In this presentation, we specifically define what emotions and feelings are, explain why they are so challenging to manage, and then prescribe exercises to help you gain self-awareness and the means to practice downregulating attention. This promises to be an insightful discussion.

### ***Casting Your ADHD in a Role to Win an Academy Award***

Many with ADHD feel miscast in life... like someone playing the wrong role in a movie. They long to cast their ADHD to win an Academy Award. Winning comes down to self-awareness. One must understand who they are, how they work, and what comes more natural to them. The challenge is that gaining this knowledge is experiential; it requires you to acquire it. What's worse is that it's intangible; it feels like chasing a ghost. So, where do you begin? Identifying your strengths seems like a good place to begin. But then, how do talents, gifts, modalities, passions, skills, knowledge, and experience play into all this? It gets so confusing. Who knows what any of this looks like or how to go about finding things or what to look for.

In this presentation, attention and ADHD coach Jeff Copper discusses the concept of casting, its challenges, and why it is so hard. He then brings tangibility to the concepts by sharing his strengths formula, exercises he uses to excavate someone's essence, and shares characteristics he looks for to find the intangible reoccurring patterns that reveal the secrets needed for casting. This isn't an easy process, but like any magic trick, it is helpful when the mystery is revealed. If you have ADHD and feel miscast, invest the time to understand the process. Join us, won't you?

### ***Executive Function & Emotional Self-Regulation***

Feelings are a physical manifestation of an emotion. For those with ADHD, one of the biggest challenges is to question your feelings because feelings can be deceptive. In this presentation, we focus on how the instinctive, automatic emotional impulse manifests in those with ADHD and why it's important to understand and to practice emotional regulation. If you've got ADHD or struggle with anger or emotional impulsiveness, this presentation will give you insight on the brain's automatic response, the challenges of overriding it, and its relation to executive function.

### ***Understanding the Obstacles to Self-Awareness via Dr. Russell Barkley's Executive Function Construct***

Ten years ago, at the annual CHADD conference, Dr. Russell Barkley proposed a new construct of ADHD that represented a titanic shift in how we look at the condition. While ADHD didn't show up as an impairment on executive functioning tests at that time, Dr. Barkley shared multiple research-based arguments that ADHD had to be an executive function impairment. With such strong arguments, either the tests were wrong or we hadn't clearly defined what executive



functioning is, or both. At that time, the outstanding literature included over thirty ambiguous definitions of executive function.

To bring form to the definition, Dr. Barkley started with self-regulation under two primary rationales. The first was that experts agree it was the most likely construct to fall under the executive function umbrella. The second was that self-regulation had a specific and unified definition that would be used as a Swiss Army knife to define what is and what is not an executive function. From there, he framed his new construct of ADHD that explained much of what the old construct couldn't. Dr. Barkley's model breaks down executive functioning into invisible mind tools that work individually and collectively.

It is said that self-awareness is highly correlated with success in life. This presentation will take a deep dive and focus on the self-awareness part of executive function as defined by Dr. Barkley's model. Using the model, we'll begin to understand why being self-aware is so challenging for those with ADHD. Specifically, we'll look at other executive function tools like emotional self-regulation and working memory to understand how these are obstacles to being self-aware.

Using this context, we talk about the best practices in helping people with ADHD become self-aware, the delicate balance needed to address this issue, and the art of working with people to gain self-awareness to become more successful in life.

### ***Mirror, Mirror on the Wall, What's So Scary About It All?***

Self-awareness is very much a part of executive function and an important factor in managing ADHD. Being self-aware and owning your ADHD is often the difference between those who struggle and those who thrive. The question is, what gets in the way of self-awareness?

In this presentation, we review Dr. Russell Barkley's ADHD construct in the context of executive function. We discuss the conflicting relationship between emotional self-regulation and self-awareness in order to look at the problem beneath the problem as a means to create mindfulness of what is going on, to understand what is needed to be more self-aware, and to know why you might be resisting unbiased introspection. If you have ADHD and understand it but still struggle, this presentation can provide insight you need to move forward by understanding the role emotions play when it comes to self-awareness, realize that, to be self-aware, you must confront and question your thoughts and beliefs that feel threatening, and recognize that, when self-awareness feels threatening, the emotional side of the brain instinctively wants to fight back.

### ***Dr. Russell Barkley's ADHD Construct: Understanding the Model to Help Those Who Struggle***

Dr. Russell Barkley's new construct on ADHD represented a titanic shift in the way we look at the condition. While ADHD didn't show up as an impairment on executive functioning tests at that time, Dr. Barkley shared multiple research-based arguments that ADHD had to be an executive function impairment. With such strong arguments, either the tests were wrong or we didn't have a clear definition of what executive functioning is, or both. At that time, the outstanding literature included over thirty ambiguous definitions of executive function. To bring form to the definition, Dr. Barkley started with self-regulation under two primary rationales. The first was that experts agree it was the most likely construct to fall under the executive function

umbrella. The second was that self-regulation had a specific and unified definition that would be used as a swiss army knife to define what is and what is not an executive function. From there, he framed his new construct of ADHD which explained much of what the old construct couldn't. Dr. Barkley's model breaks down executive functioning into invisible mind tools that work individually and collectively.

In this presentation, we take a deep dive into each mind tool, make each one more tangible, and discuss their impact to understand the real plight of those with ADHD from the inside out. We look at individual behaviors and use Dr. Barkley's model to gain insight on the invisible challenges. Take blurting, for example. When a thought that "feels" significant comes to mind in conversation, there is an internal conflict: either override the urge to process the thought verbally, externalizing it, or suppress the urge and then confront the next dilemma, which is to focus on the conversation and risk losing the thought or stop listening and dwell on the thought to retain it. Delving deeper into the model will help many gain insights to use more deductive reasoning to manage the symptoms, and it will help coaches, educators, and other professionals find individualized scaffolding to help others manage their ADHD more effectively.

### ***The Relationship between Uncertainty and Avoidance***

Thinking is difficult, especially for those with attention issues, like ADHD, and there's an instinctive urge to escape thinking. The challenges of working memory and ADHD stem from an executive function impairment. In this presentation, we focus on working memory as a thinking impairment and look at the automatic instinct or reflexive emotional reaction to escape from thinking. We look at the connection between uncertainty and avoidance and provide insight and strategies on how to manage it.

### ***Designing a Comprehensive ADHD Fitness Program***

If exercise came in a pill, it would be the ADHD drug of the century. This presentation is designed to help you formulate an ADHD fitness plan so that the physical and mindful brain can work at maximum capacity so you can achieve what you are capable of but find it difficult to execute faithfully. Fitness starts with exercise. Exercise is the physical or mental exertion for the sake of training, practicing, or improving a skill. Conceptually, most individuals don't associate exercise with the practice of mental activities such as meditation, mindfulness, or the practice of gratitude. These activities help those with ADHD to be in the present, create greater self-awareness, improve attending skills, and facilitate shifts in attitude.

In this presentation, you will become familiar with the benefits of exercise, along with the challenges and obstacles most face in adhering to a regular exercise routine. We explore creative ways to incorporate exercise into daily life and look specifically at what workouts are best for you as an individual and the optimal frequency. We look at the nature of physical and mental exercise individually and collectively. We begin with some attention exercises to put you in an experience to understand the concept and to know what it's like to do a mental workout. With a large emphasis on designing a balanced comprehensive ADHD fitness program and then problem-solving ways to activate it for success, you will learn to formulate a fitness prescription that works for you and is executable in the absence of medication.

## ***Is Your Working Memory Working?***

How many times have you booted up your personal computer and you've waited? Depending on your computer, you may be waiting a decent amount of time while the hard drive loads up the operating system and other important software needed for you to begin to work. Or it's a construction worker getting his tools out. There's a lot of setup before the actual work can be done. Your working memory has to boot up or set up in similar fashion, much like a computer or a construction worker—loading in data, information and thoughts needed to think through a problem, digest information, learn, and organize tools and other information into knowledge or a specific project. Imagine you get distracted and—Bang!—it's like someone just tripped over the cord and unplugged your computer, leaving you with a blank screen. Or your toolbox fell off the ledge, leaving you with nothing to work with. You've got to start over. The specific task of your computer booting up is similar to your working memory. The question that needs to be asked: Is your working memory really working, or is it working at all?

In this presentation, you'll discover that your working memory is taxed and working overtime. We will define working memory and understand it in the context of ADHD and in terms we all can understand. Understanding it and gaining awareness of its impact is the first step to managing around it. We will place you in various attention exercises, creating an experience that will tax working memory. By witnessing yourself in the moment, you will be able to clearly observe working memory as a process. Such experiential exercises will bring the insights necessary to approach how to move past the challenges in new ways. We will share day-to-day examples and analyze them to understand how working memory is at the root of a significant portion of most procrastination issues. We'll share observational techniques to help you recognize things you already do to manage the challenges of working memory. Providing access to a variety of mindsets will help you control your working memory challenges more intentionally. Finally, we'll cover how managing working memory will help to purposely reduce the procrastination of typical tasks.

This presentation is not about “telling” you how things work; it's about you witnessing it and making the working memory challenges tangible so they can be managed like never before. You will leave with an understanding of the role working memory has in procrastination and ultimately why large projects are put to the side so you can end the negative cycle.

## ***ADHD and the Power of Meditation, Exercise, Diet, and Sleep***

Meditation, exercise, diet, and sleep are important in managing ADHD, but they come with challenges in incorporating these habits into our daily lives. The mind and the brain work together. There is a thoughtful brain and a mindful brain, and the brain operates very well when it is fed the right fuel.

In this presentation, we discuss meditation, exercise, diet, and sleep and the power of incorporating these in your life to thrive with your ADHD. We talk about ways to manage your ADHD without medications but in no way encourages eliminating actual medications. It is intended to empower your own ability to manage your symptoms with non-MEDS – that is, Meditation, Exercise, Diet, and Sleep.

## ***7 Insights into the ADHD Brain That Transform Lives***

Tips and strategies for overcoming ADHD challenges abound, and they often work. But what about when they don't? Should we assume the strategy is wrong or ineffective? Or should we probe deeper and question whether the real problem is buried in the root cause of the challenge? This is when "aha insights" about the ADHD brain can reveal important truths and move you forward. As an ADHD coach of 14 years, I've seen lives transformed by a renewed focus on self-awareness, self-observation, and mindset — not on strategies and tips.

Take procrastination, for example. There is a high correlation between uncertainty and procrastination. If it is unclear about what to do, how long it will take, what input is needed, or what perspective to take, the ADHD brain will reflexively try to escape to more pleasurable activities. Knowing this can help you move past avoidance the next time it appears.

Here are several life-changing insights that have helped those with ADHD find solutions to their toughest problems. We will discuss these, and more, in this presentation:

- Organization is a two-step process.
- Feeling is easier than thinking.
- Managing task characteristics differs from managing tasks.
- Task Darwinism is an organizing principle.
- Surrendering yourself to sleep is essential.

### ***Fear and Self Awareness: The Mind's Mirror***

Self-awareness is very much a part of executive function and an important factor in managing ADHD. So, we ask the question: "Mirror, mirror on the wall, what's so scary about it all?" If you have ADHD and understand it but are still struggling, this presentation could provide the insight you need to move forward. You'll come to understand the role emotions play when it comes to self-awareness; realize that, to be self-aware, you must confront and question your thoughts and beliefs that feel threatening; and recognize that the emotional side of the brain instinctively wants to fight back when self-awareness feels threatened.

### ***Shifting Your Mindset to Accept Who You Are***

There is nothing more powerful than a change in mindset! Question is, what is mindset? What is the process of shifting your mindset? Is it easy to do? What impact does it have on ADHD? Everyone has an individual mindset, but collectively, mindset is a science. It's a lens we look through, that we use to filter and judge the world. Mindsets are very important and very efficient because they help us learn and process information. In this presentation, Jeff shares what he has learned about mindset to provide a context for it and the process of shifting a mindset. He talks about the power of mindset and how much more effective it is in helping women with ADHD to manage themselves as compared just to getting tips, tricks, and strategies.

### ***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 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 ADD/ADHD, everyone sees deficits of attention. Labels, questionnaires, top ten lists, cognitive tests, and others all 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 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.

In this presentation, we will define attentional blindness and apply actual experiences as examples of how you exercise your 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 Denning 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.

In this presentation, we look at science, its fundamentals, and the coaching process – specifically, how coaching uses the scientific method to help you move forward in your career and personal life. You 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, we 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 you determine which type of sport or exercise is best suited for your needs. You will leave with a better understanding of the challenges you’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, book by Judy Brenis**

Jeff is a featured hero in Chapter 15: "This Attention Coach Has Walked in Your Shoes". The book provides stories of 25 individuals who used their ADHD to transform themselves and achieve success. [http://www.amazon.com/ADHD-Heroes-Judy-Brenis/dp/1493634178/ref=sr\\_1\\_fkmr0\\_1?ie=UTF8&qid=1392403858&sr=8-1-fkmr0&keywords=AHDH+Heroes+Judy+brenis](http://www.amazon.com/ADHD-Heroes-Judy-Brenis/dp/1493634178/ref=sr_1_fkmr0_1?ie=UTF8&qid=1392403858&sr=8-1-fkmr0&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, magazines, and on websites. A sampling of those articles includes:

- **8 Illuminating Insights Into ADHD: Making Sense of Your Brain**  
Article, *ADDitude* Magazine, January 4, 2023  
<https://www.additudemag.com/understanding-adhd-insights-challenges-solutions/>
- **Insights on ADHD and Executive Functioning (A Thinking Impairment)**  
Article in December 2022 Digital Edition, *Attention* Magazine, page 32  
<https://digitaleditions.sheridan.com/publication/?i=769319>
- **6 Pieces of Life Advice (& 6 Apps) That Make an Immediate Impact**  
Contributing Author, *ADDitude* Magazine, May 5, 2022  
<https://www.additudemag.com/life-advice-adhd-productivity-organization-time/>
- **S is for Self-Regulation: Lessons in ADHD Emotional Control from "Sesame Street"**  
Article, *ADDitude* Magazine, April 6, 2022  
<https://www.additudemag.com/self-regulation-sesame-street-adhd-children/>
- **Embrace Miscellaneous Organization for Your Ideas**  
Article in April 2022 Digital Edition of *Attention* Magazine, page 36  
<https://digitaleditions.sheridan.com/publication/?i=741913>
- **"I Sold My ADHD Medication and Got Caught"**  
Article, *ADDitude* Magazine, February 17, 2022  
<https://www.additudemag.com/medication-diversion-adhd-prescription/>

- ***You Can't Change Your Defiant Teenager . . .***  
Article, *ADDitude Magazine*, July 9, 2021  
<https://www.additudemag.com/slideshows/how-to-deal-with-a-defiant-teenager-adhd/>
  - ***Let It Out! How Self-Expression Soothes the ADD Brain***  
Co-Author, *ADDitude Magazine* Article, June 23, 2021  
<https://stg.additudemag.com/benefits-of-self-expression-adhd-children-adults/>
  - ***How to Respond When a Loved One Is Diagnosed with ADHD***  
Participating Author, *ADDitude Magazine*, April 13, 2022  
<https://www.additudemag.com/slideshows/diagnosed-with-adhd-how-to-respond-positively/>
  - ***365+1 Ways to Succeed with ADHD*** (2011, Laurie Dupar, Coaching for ADHD)  
Contributing author.  
<http://www.amazon.com/365-ways-succeed-ADHD-strategies/dp/0615675247>
  - ***How to Deal with ADHD and Boredom***  
Article by Ari Tuckman and Jeff Copper in February 2014 Digital Edition of *Attention Magazine*, page 14.  
<http://digitaleditions.sheridan.com/publication/index.php?i=195549&p=16>
- ADHD is Mis-Labeled***  
Article on Impact Parents ADHD Award-Winning Blog  
<https://impactparents.com/blog/adhd/attention-deficit-disorder-is-not-a-deficit-of-attention/>

## Published eBooks and Video Workshops

- ***The ADHD Medication Story: Its History and the Basics***  
*An eBook by Jeff Copper, MBA, PCC, PCAC, CPCC, ACG (2023)*  
In my years as a coach, many people have asked questions about ADHD medication and isolation. To answer the questions, it's often helpful to understand things within a much larger context. That context cannot be only history but must include comparisons to other alternatives. Often, it's a challenge to find someone who can take such complicated information and explain it in a way that's simple and fun and really makes a lot of sense. I found that person in John I. Bailey, Jr., M.D.  
My first encounter with Dr. Bailey was via social media, podcasts, or other auditory discussions. Then one day I found him at a conference presentation. He was brilliant at explaining things, so I invited him to be a guest on my podcast to share the story of ADHD medications from his perspective. This eBook is a synopsis of that interview. While some of the information is quite entertaining, I have not been able to verify all of the information; however, some of it makes a lot of sense. For example, is Vyvanse actually named after the actress Vivian Vance from "I Love Lucy"? We don't really know, but it is fun to think about.

- ***Is ADHD a Gift or a Curse? That Is the Question.***

*An eBook by Jeff Copper, MBA, PCC, PCAC, CPCC, ACG (2022)*

ADHD is not something you'd wrap up, put a bow on, and give to someone as a gift. For years, the debate, "Is ADHD a gift or curse?" has raged on. The conversation is often polarizing and emotional. In this eBook, I have documented my conversations with both Dr. Russell Barkley and Dr. Ned Hallowell to help you understand the distinctions in perspective and how they might look different. On the surface they are united if you understand the "why" behind each perspective. The content is enlightening but is also a lesson in why it is so important to understand the "why" that defines how things appear.

- ***Essential Guide to Adult ADHD: The Dr. Russell Barkley Interview Collection***

*A Collection of Five eBooks by Jeff Copper, MBA, PCC, PCAC, CPCC, ACG (2022)*

In this carefully curated series, internationally recognized authority on attention deficit hyperactivity disorder (ADHD or ADD) in children and adults, Russell A. Barkley, Ph.D., joins me to discuss the science-based information on ADHD and how it translates into ADHD coaching. In each of the five eBooks, we focus on a common theme for adults with ADHD. By understanding how the ADHD brain works, you can understand "why" it behaves as it does so you can put your energy into managing the challenges by working with your ADHD and not against it.

The five eBooks are available separately or as the entire collection. They cover the following topics:

1. *ADHD, Executive Function, and Self-Regulation*
2. *ADHD and The Importance of Emotions*
3. *ADHD and Motivation: Understanding the Connection*
4. *Working Memory and ADHD: Your GPS In Life*
5. *ADHD, Self-Regulation, and Life Expectancy: A Public Health Problem*

- ***If Only You Understood Attention!***

*A Video Workshop by Jeff Copper, MBA, PCC, PCAC, CPCC, ACG (2015)*

As a coach, I've studied attention, interviewed attention experts, and witnessed my own attention. One thing is certain — 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 my 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. Upon completion, I promise 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).

## Testimonials

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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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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**