

## Introducing Cognitive Ergonomics from the Inside Out™ (Engineering ADHD Solutions)

Our knowledge of ADHD and the brain in general have increased significantly in recent years. Unfortunately, we have made marginal progress in terms of treatment. This is because ADHD is a cognitive impairment where the underlying challenges are intangible, and, thus, we treat symptoms with tips, tricks, and strategies that are helpful but have limitations. (This is why many are drowning in a sea of strategies.) At some point, you need insights.



Insights and intangibles are related in that insights often involve understanding intangible factors.

**It's not a microscope.  
It's an AttentionScope!**



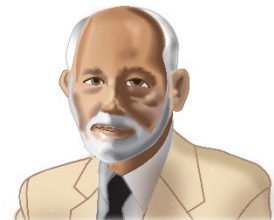
Making Executive Functioning Observable

Intangibles make it seductively easy to infer the workings of the brain based on visible behavior. It is so seductive that egos become convinced their opinions are facts. Anomalies that can't be explained are brushed off as acceptable or moral judgments are made of them.

To problem-solve effectively, we need to focus on facts, not feelings. This calls for precise definitions of intangibles (cognition: executive function), a model that has repeatable patterns explained by the model, and a way to observe the intangibles defined in the model. Thus, introducing Cognitive Ergonomics from the Inside Out™.

Cognitive Ergonomics from the Inside Out™ takes an engineering approach to problem-solving ADHD challenges based on the individual. Dr. Russell Barkley's executive function construct is used to define executive functions individually and collectively. AttentionScope® is the lens developed by ADHD coach Jeff Copper to bring tangibility to Dr. Barkley's construct and translates it in a practical way. Dr. Barkley's construct and AttentionScope® give individuals and ADHD cognition coaches the ability to use a Six-Sigma approach to problem-solving ADHD challenges.

Dr. Russell Barkley



ADHD Genius