

## Brian Fippinger - iMBA

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### Keynote

Breaking Out of the Cell that Your Cellphone Has You Locked In: Finding Freedom, Resilience, More Productivity, and Less Stressed

### Description

Have you ever been interrupted while writing a text on your cellphone by someone asking you a question from the virtual meeting you are attending at the same time? Do you believe that you can Multi-task?

Drawing from cutting-edge neuroscience, evidence-based practice, and time-tested wisdom traditions, this talk reveals that the myth of multitasking is just that—a myth. Learn how your attempts to do “everything at once” actually make you 40% LESS productive and how taking regular Digital Sabbaths makes us more focused and productive and reduces stress.

### Learning Objectives

- Learn the warning signs of technology overload and overstress and what you can do to avoid the burnout that can ensue.
- Create healthy practices that increase productivity, energy, and better decision-making.
- Become the Master of the technology you use daily instead of becoming a slave to it.

### References

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