

The Science of Getting Things Done: Work More Efficiently, Minimize Distraction, Boost Productivity for You and Your Team

For years, we've been taught that being productive is a matter of effort. We've been led to believe that if only we arrived at the office each morning motivated to produce great work, we'd eventually succeed. But the research tells us something different. Studies now indicate that effort is only part of the equation. More important are the practices we use to manage our time and energy through the workday.

In this eye-opening talk, award-winning psychologist Ron Friedman outlines proven techniques for being more effective at your job, no matter what you do. You'll learn how to think more strategically about your schedule, how to maintain focused attention throughout your day, and how to have more productive conversations with your colleagues.

All of us want to work smarter, not harder. So how do you do it? This talk offers practical strategies we can all use for reaching our full potential.

Monday, September 22 / 2-3:30pm / Brighton Forum
Thursday, September 25 / 2-3:30pm / DCC 4193



Ron Friedman, Ph.D. is an award-winning psychologist and the author of a highly-anticipated new book from Penguin Random House/Perigee, titled *The Best Place to Work: The Art and Science of Creating an Extraordinary Workplace*. An expert on human motivation, Friedman has served on the faculty of the University of Rochester, Nazareth College, and Hobart and William Smith Colleges, and consulted for some of the world's most successful organizations. Popular accounts of his research have appeared on NPR and in major newspapers, including The New York Times, Washington Post, Boston Globe, Vancouver Post, the Globe and Mail, The Guardian, as well as magazines such as Men's Health, Shape, and Allure. He contributes to the blogs of Harvard Business Review, Fast Company, Forbes, 99u, and Psychology Today.

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