

**Producer:**

Welcome to this episode of the BCEN and Friends Podcast. Today's guest is bestselling author and Forbes' contributor, Curt Steinhorst. Curt's unique insight, coupled with his entertaining and profound speaking style, helped us to manage our toolkits and celebrate our limitations as we delicately balance our professional and personal lives. Our hosts today are Brigid Flood, director of strategy and operations at BCEN, and Janie Schumaker, executive director of BCEN. Brigid and Janie. Take it away.

**Brigid Flood:**

Hello and welcome to the BCEN and Friends podcast. I'm Brigid Flood, director of Strategy and operations here at BCEN. And I'm joined by my co-host, Janie Schumaker, Executive Director. Hey Janie.

**Janie Schumaker:**

Hi Brigid.

**Brigid Flood:**

So, Janie, as you know, the BCEN and Friends podcast is where we hold interesting conversations around learning with a range of thought leaders, BCEN certification holders and industry professionals. But most importantly, it is to create value and insight for you, our professional nurses across the emergency spectrum. We hope you find your discussions interesting, informative, sometimes funny, sometimes serious, but always valuable. Janie, today we have Curt Steinhorst, who is a very interesting new friend that we get to talk to today. Curt is on a mission to rescue us from our distracted selves. And thank goodness somebody is. After years of studying the impact of technology and human behavior, Curt founded Focuswise, a consultancy that helps organizations to overcome the distinct challenges of the constantly connected workplace. Curt is the bestselling author of *Can I Have Your Attention?*, inspiring better work habits, focusing your team and getting stuff done in the constantly connected workplace is also a regular at Forbes, and is the Forbes contributor and leadership strategy. Curt who was diagnosed with ADD as a child, knows intimately the challenges companies face to keep the attention of today's distracted workforce and customers. He has coached executives, TV personalities and well-known professional athletes on how to effectively communicate and create focus when they speak to audiences, leave their employees and engage their customers. Curt's unique insight and entertaining speaking style has captured the attention of audiences worldwide. He speaks more than 75 times a year to organizations that includes everyone from global leadership associations and non-for-profits to Fortune 100 companies. Curt, did I forget to add anything to your long list of impressive accomplishments?

**Curt Steinhorst:**

No, but you're welcome to make things up.

**Brigid Flood:**

I can do that. I really, really can't wait to get started because I know personally, I struggle with the barrage of inputs that come at me on a daily basis. So, I, I think I'd like to start is if you could talk a little bit about yourself specifically as it relates to your journey around talking about attention and distraction.

**Curt Steinhorst:**

Of course, I'd love to. You know, it's interesting because there's certainly no degree that you come out of school and you're like, "I'm going to study attention," although since then, the science of attention is a growing field at the intersection of psychology and neuroscience. My journey with focus and distraction goes all the way back to my childhood when I was a kid. And you mentioned it in the introduction, but I was diagnosed with ADD and I lived in a home filled with people who had no problems focusing at all. My sister, I don't know if anyone else has that, you know, older sibling, that is just unreasonable and unrealistic for anyone else in the world. And she still is an amazing and accomplished person. And she focused perfectly. And I struggled. And so, I had to learn workarounds and how do I achieve what I am seeking to achieve, remain competitive in an environment where my brain tends to like shiny new objects. And so that really carried through undergrad and graduate studies with a particular fascination on how do you get people's attention? How do you communicate in ways that actually grab people and keep them with you? And the study of rhetoric and how technology changes how we communicate. And then from there, I entered into the working world where I was coaching people that had a big platform on how they capture audience attention. And eventually I started my own business and it was there that the personal challenges around how do I get, or manage this massive barrage of messages, emails, meetings? When you start your own business, you also have to somehow get to the bank, set up an LLC and at the time as and respond to the girl that I was dating on Instagram. Excuse me, before Instagram, on instant message, and who became my wife. And so, have how would I get focused? And so, I ended up alongside this small consultancy I created to help people with the big platform being asked to join the largest generational firm in North America. And I was to represent and be one of the two spokespeople for them and to study and to be on the cutting edge of research that was occurring on generations. And more and more, my personal challenges around focus were becoming more generational. And then they were going beyond generational and people were asking me to speak more about that than they were to speaking on generations. And so all of a sudden, I'm being asked to speak on the thing that really was at first a very personal journey and filled with lots of reading and listening to audiobooks and all these great ideas that would work perfectly for me tomorrow, but never seemed to satisfy my need to get focused at the time. And so that's really where I jumped into the conversation to say, like, "What is it that's causing this? How can I get on top of it?" And, you know, if nothing else, I'm thirty-seven at the time. This is late 20s.

How do I make sure I don't do what everyone else in my generation is doing and have to go home live in my parents?

**Brigid Flood:**

Yeah, no one wants to do that. And I do personally struggle with all of the inputs that are coming at me through the course of the day, whether they're work related, personal related and focus is a problem and distraction is a problem as well. So, what are some actions that maybe I could or anyone else could take during their day to help us get more focused, less distracted?

**Curt Steinhorst:**

Yeah. Well, you know, I think it starts, at least for me, it started with really asking the question, "What's reasonable? What can I actually handle in a day? How many messages should I be responsible for? What aspects of this are my problem? And what aspects of this are system problems, cultural problems, technology problems that if we can't think about those, then we end up feeling guilty all the time." And I want to mention that because there's a lot of things we can do. But I also think one of the things we have to do is give ourselves permission to be human, because the fact is, you know, on average, people are receiving and sending over 200 emails a day, especially if your larger organizations were getting pinged, you know, one hundred and fifty sessions of checking our phone because we haven't responded people. You know, the whole point of text messaging and emails, it was what was called asynchronous communication, meaning that, like, I could send it when I wanted to send it, someone else could read it when they were free. But it's turned into, you know, 70 percent of emails are read within six seconds of receipt when they're pushed to our devices. Right? We typically respond within three minutes. 90 percent of the messages we receive, we respond within three minutes, at least in text form. And so, I just want to start by saying that, like, you're never going to have any chance of getting focused on anything if you're constantly available and everyone expects that you respond immediately to whatever they send you.

**Brigid Flood:**

I couldn't agree more with you, I personally have, I think, about 3000 unread email messages in my personal email. And I have no desire to even go there. I think if it's important, they'll probably call me. Otherwise, they're just useless e-mails. But when it comes to work, I think your point of what's realistic is important, and that responding to what is important in waiting for those other e-mails is really good advice. Thank you. I appreciate it.

**Curt Steinhorst:**

Yeah. And, you know, it's interesting when you said what it really is important when we think about, like, what really drives focus. And when I say focus, it kind of has a lot of different meanings for people. You know, for some of us, this is the association is like a monk in a monastery, right?

**Brigid Flood:**

Right.

**Curt Steinhorst:**

You know, there's all these differences. And what we're really meaning is the ability to take control of your own attention. Like what gets and keeps your attention. I'm going to put my focus in on the things that really matter rather than all the other volume and the noise and the chaos that exists around me. And so, you said, like, what strategies? You know, it does start with the ability to identify what really matters most. It turns out when we actually know something matters a lot, we don't really have any problems being distracted by things that don't matter. It's that when we can't identify it, everything feels really important. And we feel guilty. And we flip, and we flip, and we flip for fear we might miss something else that's important.

**Brigid Flood:**

Right and if everything's important, then nothing is important. So.

**Curt Steinhorst:**

That's right. That's right.

**Brigid Flood:**

Oh, that's great.

**Janie Schumaker:**

So, Curt, for our listeners who are largely professionals working across the emergency spectrum. So, we've got nurses working in emergency departments and trauma units, ground transport, some of them are in helicopters and fixed wing aircrafts and pediatric emergency departments, all those busy, chaotic places, and this topic is no joke for them. So, having been a nurse at the bedside for many, many years and was distracted all the time by various things, sometimes you can't help and be distracted, and you've got to go take care of what the distraction is. And other times, you know, maybe it's just that, you know, alerts coming through. There's all kinds of communication devices now that nurses carry. Maybe you're getting pinged every five minutes. And, you know, the sad part is, is that oftentimes we have a patient in front of us who say we should require all of our focus. And I'm just wondering, you know, you say, gosh, we have to really home in on what's important. And, you know, if you're if you're a nurse, you're getting all these things and alerts, you have to assume all of them people wouldn't be pinging you if it wasn't important. But, you know, it takes so much away from the person or the patient or the family member that's in front of us. So, I just don't know. Would you have any specific tips that our nurses might carry away for how to really focus on the person who is sitting in front of them so that person feels whole?

**Curt Steinhorst:**

Great question. And I think what I can offer some key principles and then the ability to adapt it to your situation is just living complex,

changing uncertain times. But the first thing that I would recognize is that no one and nothing benefits from your partial attention. And I just want to start there because it really is a mental shift that is really important, because if we can acknowledge that there are lots of important things out there, but when we try to do them simultaneously, no one wins. That, we try to think differently about how we structure our time. And we try to structure the environment that we're gonna be in. And when I say no one benefits from our partial attention, anything that involves language. Let's just get right into the science here. If it involves you talking to a patient while having to read a text message from another patient or any two languages or anything, you're not doing two things at once. Right. We're doing every other where it's actually like task switching. And there's times that text task switching is OK. But as long as we know the consequence of that. And so just to put it like really clearly, when we flip back and forth, tasks were slower. In fact, about a 40 percent drop in efficiency when we flip back and forth with our tasks. The quality of our work goes way down. We don't have as much processing speed. So, in fact, Harvard MBAs, when adding basic arithmetic to an essay trying to do both of those, the quality of our essay went down to about a second grade level. So, I tell companies often I'm like, "If you are, if your number one obligation for all your employees is to be immediately responsive, just hire second graders." Like you're not getting quality work anyways, right? Then our ability to prioritize goes down when things are coming at us, like when we have so many things coming at us. We, and everything feels important. And lastly, there's actually more about this, but our emotional connection to whatever we're doing is lost, that we can finish the task with the patient, but we might not actually have the chance to consider and really have the space that is required to emotionally connect with whatever it is we're doing, which is why we get disengaged and we burnt out. Like we feel like, "Oh, I'm too busy, I'm overwhelmed." Well, the truth is we can handle a lot as long as it's sequential. But when it's simultaneous, we lose connection. And so, I say all of that to say sometimes you're going to have to multitask. Like if you're with a patient, an emergency hits, you have to be aware of it. You've got to flip over. That's just what you've got to do. And the more expertise, the more time you spend in nursing, the better you are at doing that. My number one advice would be to say, "How do I set up high enough barriers and filters so that when I'm in front of a human being, the only noise that can get through and interrupt me are things that are truly emergencies." Because it's the accidental pings or the ones that don't relate to you or that someone else can get to, or it could happen in three minutes, that will actually cost the quality of the interaction with this person, their experience of the relationship and your ability to be present for it.

So, I would just say, how do you set higher filters so that when you're in with someone, you make sure that the only stuff that's getting through, which probably involves having a conversation with teams. Like, hey, there's a desk where if you're not with patients, that's where everything comes through and people see that are at the desk, they're the ones that get all of these interruptions when you're inside with a

patient. You don't get those interruptions. You know, I'm not sure if that's actually reasonable, given your space, but some type of filtering mechanism would be really important.

**Janie Schumaker:**

Well, I love that advice and we know firsthand and anybody who's ever interacted with nurses know what an incredible difference they make. And you know, your experience with the nurse that's taking care of you in any given setting can certainly, certainly make or break the whole experience. And I'm just amazed by this, this data point of 40 percent drop in efficiency. So, when we think we're really being a great, efficient person by multitasking, in fact, we aren't. And it's really hurting our ability for that emotional connection and our ability to prioritize and on and on.

So, I love your advice about setting up that barrier. And, yes, that might take some communication with the team but what a worthy thing to work on. That's really important.

**Curt Steinhorst:**

Yeah, I think the core thing is as a team, everyone's saying like it's our goal to give everyone our full attention for a time period rather than partial attention all the time. Like our goal is that you're worth more than just a small amount of attention. You're worth all of it, but you're not worth all of it all the time. So, let's figure out how we actually give the amount of attention to something that lets us have the display of value towards it.

**Janie Schumaker:**

I love that. Now Curt, it sounds to me like you've got a pretty exciting new project called Focus. Can you tell us a little bit more about that?

**Curt Steinhorst:**

You know, I would love to. For really the last two years we've had this project, you know, in our minds. I've been wrestling. I've been thinking through it with our team and it wasn't until the point he hit that most of my work is on the road. I'm doing consulting, speaking in a lot of programs, doing more coaching sessions like that means I just hadn't had the time for it.

And so when everything went virtual for us in, you know, with a double edged sword, that that is it really gave us a chance to say, OK, how do we how do we take all of the habits and the basic skills that are so valuable and can really give people control of their own attention? And I might have said it earlier, but I should just say that the reason that attention is so important is it's the most valuable resource that you have, that whatever you pay attention to. In fact, I have a I have a framed quote on my board that says, "Tell me what you pay attention to and I will tell you who you are." This from a Spanish philosopher. And you know what gets our attention shapes our world. If we don't if we don't see it, it doesn't exist. And in today's world, the competition for your attention, because it's so valuable, is so incredibly high.

That you're, on average, having four to seven thousand advertisements thrown at you every day. And Facebook offers it for free. Google offers you searches for free. YouTube says you can watch this for free. Yelp says you can review and find the best restaurant for free. Like Netflix, very small price, but still cheap. Every one of these is free because they know that your attention is so much more valuable. And so really what we're saying is like staying focused fit, which is what this new product does around, is saying, like, what would it look like for you to control it, rather than having all of this asternal noise leave you confused, overwhelmed and have your attention fragmented. And so. So, we created this project. We worked with Nike to basically outline micro learning, you know, at most 10 minutes a day, fun activities over a four-week period that give people...you know it's called **The Focus Fit Challenge**. And so, week one is around getting clarity, around what really deserves your attention. What really matters most? Week two is around really understanding your capacity, what affects it. How do we expand our capacity? How do we match time in our tasks to when we have the energy to do it? Then we move into curiosity, which is really about like what makes us want to pay attention to things, what motivates us. And finally, we go to community, which is what people and the people around us, how they help us focus on what matters.

**Janie Schumaker:**

Wow, that sounds amazing. I think I need to take that Focus Fit training. That to me, that sounds really, really great.

**Curt Steinhorst:**

Well, we are we are very excited. It's the most scalable thing. My goal for it and we're still in the process of, like, doing kind of the final operational pieces so that we can really let anybody that wants to do it, do it. Not in the expensive way, but especially do it with teams, like do it as a team and a company. Like all then or sort of do it together and we're going to talk through. Hey, when do I not need to be available? When do I need this? When I need help here? How should we connect and communicate? Because otherwise, just like we end up available on every channel that people can send you an email and text you and then go to Slack. I don't know if you use Slack or Microsoft teams. And then they flip over. They call you and it's like seven messages because you were in the bathroom for two minutes.

**Janie Schumaker:**

Right. It sounds like you've made it fun and engaging. That's what really intrigues me. I am. You know, it doesn't sound like your usual, you know, training that can sometimes be kind of dry. It sounds like it'd be really fun to do.

**Curt Steinhorst:**

Well, that's you know, this is part of what took so long for us to do it, because for me, another like staring at a screen, to watch another video, to fill out another like your multiple-choice test. You know, I

wasn't going to do it. I know the lens to which I look. It's like we're gonna talk about focus and attention. But I do things that people want to put their attention on. And it better be fun. It better be engaging. We know we better get to the end and people wish it was longer. But not think, "Oh it's day three and I'm already behind and overwhelmed and done."

**Janie Schumaker:**

Yes.

**Brigid Flood:**

That's perfect. And so, we can look at your Web site to find out when it's available.

**Curt Steinhorst:**

Yeah, yeah, you can sign up. So, the Web site has a place to sign up. It's just focuswise.com and www.focuswise.com. In fact, we just launched that web site, that new web site very recently. So, hits you can tell us what you think. We're really, really excited about it. It's like a giving birth to a baby in every way, except its way easier than that with our three kids whose been the least, the least stressed person or no, the most stressed and least valuable person in the delivery room on three occasions. It's probably a terrible analogy to say it's like giving birth.

**Brigid Flood:**

You know, a new program so I don't think that's not a bad analogy at all. So, we'll give you another chance also at the end of this to talk about where we can all find you. But I want to switch gears here. So, I understand you recently completed a three-week road trip with your family in an Airstream trailer. So, what was that like?

**Curt Steinhorst:**

So, we have a five, though actually now six, brand new hot off the press. Six, three and a half and one-and-a-half-year-old. And we went up to Seattle, picked up an Airstream, 30-foot Airstream and drove it back to Dallas. I don't think anybody would look at three young kids and say that you should do a three-week road trip anywhere. It's not advisable. But honestly, it was just the most incredible experience for us. Like, you know, at its core, there were a couple of things we are wanting to accomplish. Like, first off, every job is different every teams are in.

I know not everyone has the ability to do this. I, because of the nature of my work, always having to be on the road, always having to be on flights. This is this rare moment where we could really say I can work from anywhere, but even more like we can unplug. Like at the pace that I typically go, if there's like one thing that I am just personally, I either go 100 miles an hour, I go zero miles an hour and usually go 100 miles an hour until like the car, and the oil needs changed. It's like burning up, like we're running out of gas. And I'm like, I can go a little further and so really, this was primarily just to spend time in the rare

places where you actually can't reach anyone else. And, you know, we live in this world where we feel guilty because we're not able to be fully present. You look at like kids get off your phones at the dinner table and we're always feeling like there's something else out there that we might need to focus on, but we're feeling guilty that we're not present. Well, like the easiest solution for me to that and I'm the same way I struggle with these things is to just get to places that actually don't give you any options.

**Brigid Flood:**

Right. It's, um, the key focus on what was important with those weeks.

**Curt Steinhorst:**

That's right. Yeah. And that's, you know, part of our larger family philosophy is that we create intentional times where we give full attention without feeling guilty, that we're not always giving attention, you know? So, like there's interesting research that shows pre-COVID that people are actually, parents are spending more time with kids than they had. People don't think that it's been less and less, more time but less full attention. Like, it's just constant and what kids need and what we need from each other is we need the gift of undivided attention.

And so, we took this trip basically to eliminate any of our external noise and to be with the family. And it's incredible. And I will say the other like bonus that we don't expect. And I think this is just super what we want to encourage everyone with us is there's certain things that we want to think about that like what really matters to me. What are my dreams? What am I missing? Like, these things just don't work in highly scheduled environments. Like we could just like my brain can't go there if I feel like I have a short constraint of time. Like for the next hour, I'm going to solve this problem. But like, just being able to let my mind drift actually made so many things so much clearer about where we really wanted to go and what really mattered. And so was like a short little sabbatical and wish it could have gone longer, honestly.

**Brigid Flood:**

Well, you never know. Long time with those children's and I'm sure there there'll be many opportunities for that switch again to our favorite part of our podcasts, which is a rapid fire questions. And they should not feel like a test. I'm gonna go first.

**Curt Steinhorst:**

But don't fail them.

**Brigid Flood:**

Don't fail it. What's the worst job you ever had? And then I guess my second one now, too, which is what's the worst job you ever had? And then what's the best job?

**Curt Steinhorst:**

Well, the worst job, you know, there's a couple that compete. The first that comes to mind is that when I was a kid, my uncle owned a furniture like a wholesale furniture business. And so, you know, being generous with the teenage kid that needed some money. He had me clean out the warehouses and then basically move furniture. So I was, like, responsible for putting furniture on to the 18 wheelers that would then send out to furniture stores. So, it was awful. I was smaller than everyone else. I also did not use a one of those dollies very well. And I'm just terrible at it. So that was the worst job ever, I would say, with a with a close second being followed by, I had to do actually my very first job out of school. I had to before I moved into the part of my work, which was really the coaching and writing part of helping people with speaking. I had to cold call and I just sat. You know the first I was physically exhausting, mentally boring. This was I would just sit, and I cold call people all day long to tell them about the people we represented and its talent agency.

And it's like I was counting down the seconds to lunch. It was awful. Every day was awful. So those are the worst jobs.

**Brigid Flood:**

Yeah. So, you have to have some bad ones to really recognize the good ones.

**Curt Steinhorst:**

That's right. That's right. So honestly, I pinch myself like I am, this is like I'm doing my dream and I don't have any idea how we got here. I will be honest that, you know, pre-COVID, it was a little bit easier than post-COVID, although post-COVID has been really great in terms of like cleaning, like tightening us up and things like that.

But if I won the lottery, I'd do the same thing I'm doing, probably with a bigger staff. That'd be the one thing, probably the bigger team. But I mean, I little to think and write in and help people really identify and understand the science of attention. And that's pretty incredible.

**Brigid Flood:**

That's an awesome answer. Janie, I think you have a couple of questions.

**Janie Schumaker:**

I do. Yes. So, Curt, what was one of the most important lessons that you learned?

**Curt Steinhorst:**

Yeah. Cause I feel like starting a business is just a mirror or it's just one way of exposing your delinquencies and mistakes after another. You know? I would say that one of the more recent ones. I'll give you two. One is that I cannot bear the emotional burdens of other people effectively and still be able to provide for people well. And what I mean by that is that I tend to, I'm just getting real. We do this. So, my natural tendency is to want people to be happy and to, you know, and to if I

feel like there's anything, I can do to alleviate a burden, then I got to do it. I think that's loving. But what ends up happening for someone like me is that I can end up having people who ultimately need to carry their own burdens and me, trying to carry the burdens can often end up having people that were on staff that are bad for everyone else, including for themselves. And so as a leader, I've had to learn that some of the most loving thing I can do is let people, you know, move along because it's what's healthiest and most caring for them and for the people, other people that you work with. And so, I have that's one, about a year ago, I have a good friend that's a well-known psychologist and trauma therapist. And I was like, "You're not allowed to do this psychology thing on me." It sure does like, we're an hour in and I'm like, "Oh, it turns out that's why I can't solve these problems," because I'm trying to carry everyone's you know?

**Janie Schumaker:**

That's a really good lesson. I bet you there's people listening that can probably relate to that. That's very profound.

**Curt Steinhorst:**

Yeah. There's a book called *Boundaries*. It's older, classic urbanize. I think it's really, really great for that. So, and then let me do one a little bit less. Bring us up a little bit.

I've learned that if you don't define roles extremely clearly, then it's really hard to have anyone feel like they're successful or to make real progress. So, like we just... when you're in a smaller business, you're like, "We're gonna just have everyone. We're all in it together. We all do whatever we can. One of our is the same mission." But eventually what ends up happening is that you have so much replication and everyone's in every meeting and everyone's contributing and using their voice and every single thing and like, I just learn that part of what it means to be a great leader is to let people know exactly what line they run in so that they have permission to be successful.

**Janie Schumaker:**

Oh, that's great advice. That's a great lesson.

**Curt Steinhorst:**

One of these is very costly, they're very costly lessons.

**Janie Schumaker:**

Yeah, well, that's how we learn best, right?

**Curt Steinhorst:**

That's right.

**Janie Schumaker:**

OK. My last rapid fire question for you. And you may want to talk to talk to us about a couple of things here. But we always want to know, what book shaped your life or what's your favorite book? And why should we all read it?

**Curt Steinhorst:**

Well, you know, so I'll say well, I'll say a couple that are fun. And then, of course, you know, my favorite book is probably one that I had to spend a year and a half writing. So, my favorite book that I just have found myself telling many other people to go to read is a book called *The Social Animal* by David Brooks. I've given that one away many times, *The Social Animal*.

And it's just does a grow. David Brooks is a prolific New York Times writer, kind of a pop psych philosopher, just brilliant thinker. And the book tracks, he does this brilliant thing where he takes basically from birth to the grave. This fake story of these people ends up getting married, having kids and through the whole book, every life stage, he goes into the sociology and the neuroscience for why these like very prototypical behaviors are occurring. Everything from like you name any parts of this, like complete fun and entertaining way to really understand the full picture of what we understand about psychology and sociology, about why we do the things we did. So, love that book. Highly recommend it.

**Janie Schumaker:**

Right. Sounds like a good one.

**Curt Steinhorst:**

Yeah, it's super fun, too. It's really entertaining, He's a distinct, fun writer. And then number two, I guess I'd say I love great fantasy novels, which makes me a complete nerd. But I just want to advocate for a second that fantasy novels are not what people think. They're not *Dungeons and Dragons*. I mean, *Game of Thrones* is kind of the classic. But, you know, I named our oldest kid after a series called *A Wheel of Time*. But there's a series called *Stormlight Archive* by Brandon Sanderson. And the next book's coming out number four. So, if you've ever like *Game of Thrones*, then you gotta read *Stormlight Archive*. It's better. So those are the fun one's for you.

**Janie Schumaker:**

Wow.

**Curt Steinhorst:**

And if you don't, I know I sound like a total nerd, but sometimes you just need to leave this world, especially right now, and just go to one that doesn't really exist but would be really cool.

**Janie Schumaker:**

I agree. I completely agree with you. I mean, I have written that down. Who doesn't love *Game of Thrones*? There are people that put those memes up that say, "I never watched an episode," but they're rare. They're rare people.

**Curt Steinhorst:**

Yeah. And we don't like them. So it's fine. Kidding.

**Janie Schumaker:**

You wrote your book; *Can I have your attention?*

**Curt Steinhorst:**

I did. Yeah. So, it's interesting. I told friends and people along where I'm like, "I would never, never wish writing a book on any of my biggest enemy in so many ways, unless you just can't not write it because it's such a labor of love and it takes so long." And so, the book, *Can I have your Attention?* was really the culmination of all of my thinking and coaching and working with clients. And like what is at its core, like what are the things that really impact our ability to focus? And so that book came out a couple years ago and you never know, especially someone like me in the **FOP World**, like, "Am I going to hate this the moment it gets printed?" Like this was a moment in time and the thing I'm particularly grateful for is... I still feel as good about what we put out that as I do now. So. Right. Yeah. It's good. That I felt as good that I feel as good now as I did then. Words can be challenging.

**Janie Schumaker:**

Yeah. That's great. Sounds like you've given us three good things to check out here.

**Curt Steinhorst:**

Yeah. And in reverse order. Exactly.

**Janie Schumaker:**

So, Curt if our audience would like to follow you, I know we mentioned your web site, which was [www.focuswise.com](http://www.focuswise.com). We mentioned that. But are you also on social media and they find you there?

**Curt Steinhorst:**

So, LinkedIn is the channel that I'm most involved in and so it is my name. If you just type my name, it should come up. Curt Steinhorst. And so that's probably the easiest way. I'm on Twitter. I'm on the other place. I don't really stay that engaged there; you know social media's not always the best place for focus, so there's certain places that can be good. So, yeah, I would say LinkedIn is for the best. And then, you know, the web sites the other best and I'll give you my, we have an email and I'll just tell you, I mentioned having filters and this is a filter email. So, here's what it filters. I have someone on my team that if you want to join, for instance, we have a podcast. It's like a three minute that we call *Focus Break* short every week. Like this is something leader. I think last weeks was about an interview I did with this chairman and CEO of Blooming Brands, Outback Steakhouse. Like this is something from them like three minutes. So, if you want something like that, if you want to be a part of that or just have questions like if it's anything that get signed up for any big question, my admin's gonna answer it. You won't even know. If it's something you have a question about this more complicated, it'll get filtered into

me. I will answer it, but that's only what we can do it. So, CS@focuswise.com is another way to connect.

**Janie Schumaker:**

CS@focuswise.com. That's great.

**Curt Steinhorst:**

Yeah. Happy to provide it.

**Janie Schumaker:**

Right. I am going to turn it back over to Brigid. I have certainly learned an awful lot listening to you today. I am so excited you joined us. And Brigid, I'm going to let you wrap this up.

**Brigid Flood:**

Yeah, I agree. Janie, this was a great conversation. And I'm going to take this time to thank Curt for joining us for this episode of BCEN and Friends. Curt, thank you from everyone in BCEN and for doing this and to all of our listeners, we hope you'll stay tuned as we continue on with this series and bring you new and meaningful content and perspectives. And if you have a suggestion out there for an episode topic, please, please e-mail us at BCEN@BCEN.org. We are always looking for great topics.

I'm Brigid Flood here with Janie Schumaker and on behalf of the entire BCEN team, we thank you, we celebrate you for all that you're doing as a professional nurse across the emergency spectrum. And until next time.