

Adam Williams

Award-Winning Innovator, Incisive Thinker & Keynote Speaker

Adam Williams is an Attention Architect and the founder of The Attention Seekers. He's also an award-winning innovator, incisive thinker and a "powerhouse" professional speaker.

Adam's keynotes and workshops show you how to cut Wasted Attention, attract the Attention of others, and focus them on achieving your goals.



His career is fascinating and full of 'firsts'. He tour managed some of Australia's biggest musical acts at 20, curated star-studded film premieres at 22, and played drums for an ARIA accredited number one selling band. He launched the first tailored mobile plans for Optus and managed their AFL and arts partnerships. He launched the first retail locations and mortgage insurance product for Aussie Home Loans, winning a National Promotions award for his work with the NRL while there. And in 2022, Adam won an ACRA and B&T Best of the Best award for inventing technology that changed the radio advertising landscape forever.

He's presented keynotes all over the world... led creative, innovation, product management, promotions and sponsorship teams... and worked with hundreds of happy clients in over 50 industries, including Toyota, McDonald's, Mazda, Coles and ANZ to name a few.

Adam's studied at the world's best business schools, including Harvard, Stanford, Yale, Kellogg School of Management and London Business School, and works with neuro-scientists and psychotherapists on how to manage Attention more profitably.

Now he's on a mission to share that knowledge. And audiences are absolutely loving it...

Topics

Wasted Attention - The invisible assassin of success

Overview

Wasted Attention is a huge cost to your business.

Lost productivity alone is estimated to cost \$8.8 trillion globally. Every year.

Research reveals we're only productive 3.5 hours per day and we spend 32 hours a month on tasks

unrelated to our jobs.

Then there's the cost of mistakes, accidents, absenteeism, turnover and lost opportunity.

If your people and profitability are important to you, you must see this Keynote and cut Wasted Attention.

Perfect For

- Productivity, performance and profitability
- Personal and organizational efficiency
- Audiences and events of any size.

What You'll Learn

- What the assassins of your organization's Attention are
- Why it's getting harder to win and focus our Attention
- How to cut Wasted Attention in your organisation.

CENTRE OF ATTENTION - Attract and convert consumer Attention

Overview

If your business sells anything, you need to see this keynote.

In a world fighting for Attention, your ability to attract it is essential.

In this high-energy keynote, Adam shares his experience working with hundreds of brands, agencies, neuro-scientists and psychotherapists, to reveal how your business can become the Centre of Attention.

Perfect For

- Businesses seeking the Attention of a target market.
- Product, Sales and Marketing teams.
- Conferences, kickstarts and business events of any size.

What You'll Learn

- What drives consumer behaviour.
- Why we make the choices we do.
- How to use that information to create products, communications and experiences that demand Attention.

REMOVE TO IMPROVE - The glorious benefits of focusing on less.

Overview

What's important to you?

And how much Attention are you giving it?

Your Attention is finite. And the more you divide it, the less effective you are. So the path to growth and progress is not always to do, have or add more...

It's knowing what to remove.

This strategy is employed to great effect by some of the world's most successful leaders and business minds. It's been used in cultures around the world for centuries.

Surprising and thought-provoking, this keynote shares real-world examples of how businesses are winning with the Remove To Improve™ strategy, and how you can too..

Perfect For

- Improving performance, productivity and wellbeing.
- Minimising distraction and burnout.
- Boosting employee engagement and clarity.

What You'll Learn

- How to use the 'Remove To Improve' strategy to get more of what you want and less of what you don't.

HIDDEN GENIUS - Generate brilliant ideas through Focused Attention.

Overview

There's brilliant ideas inside all of us.
You just need to pay Attention to find them.

Inspired by Stanford University's famous innovation program, this workshop helps participants find their Hidden Genius.

Presented as a high-energy ideation sprint, Hidden Genius uses techniques to stretch participants' thinking into new areas. The result is a tidal wave of novel, actionable solutions to your goals and challenges.

Perfect For

- Shaking things up
- Building stronger teamwork and collaboration
- Addressing ambitious goals and persistent challenges
- Organisations looking to promote greater creativity
- Creating momentum

WORKSHOPS

CHATTERBOX - Boost engagement, culture and relationships through Focused Attention.

Overview

Chatterbox is a highly interactive workshop that builds trust, respect and mutual understanding between team members.

It presents participants with a series of communication challenges that foster empathy and psychological safety, while at the same time growing their Collective Intelligence... a trait of High Performing Teams.

Effective, energizing and laugh-out-loud funny, Chatterbox will be the most raucous, interactive and feel-good workshop your team's ever attended.

Perfect For

- Building intra and inter-team relationships
- Kickstart, motivational and development days
- New teams, new structures and business going through change
- Boosting morale and having a really good laugh

BESPOKE KEYNOTES AND WORKSHOPS

Having trouble choosing?

Got something specific in mind?

The Attention Seekers tailor all Signature content around your event, theme and objectives.

And if you need more customization, he can build your keynote or workshop from scratch.

Testimonials

“ This kind of knowledge transcends any industry-specific context. Everyone would benefit by putting Adam's mind to work for them.

- *Performing Arts Council, Australia*

“ What a legend! Had the room within seconds...

- *NAB Melbourne*

“ His ability to connect with the team was truly remarkable. What impressed us most was how Adam seamlessly tailored his talk to the specific needs of our sales team. The impact he had

will undoubtedly lead to continued success and growth for our organization.

- *NAV*

“ What a powerhouse! Great energy and content.

- *Future Proof*

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[VIEW SPEAKER'S BIO ONLINE](#)

[VIDEO OF SPEAKER](#)