



NATHAN ZELDES

Thinker, Speaker, Problem Solver.

# Information Overload

## Problem and Solutions



## Information Overload: Problem and Solutions

Information overload has become a problem causing knowledge-intensive organizations multi-million dollar losses annually, and costing the typical knowledge worker about 8 wasted hours a week. The problem consists of a combination of 2 elements: email overload and the incessant interruptions and distractions caused by ringing phones, blackberries, IM, incoming email and SMS, and other events disrupting one's thinking and work every few minutes.

Information Overload impacts the organization in many ways:

- Direct loss of productive time, estimated at 8 hours a week.
- Reduction in mental acuity, innovation and quality of work.
- Breakdown of critical organizational work and management processes.
- Reduced Quality of Life for workers and their families.

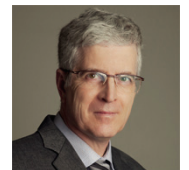
This lecture, by a leading figure in the battle on information overload, examines the components and root causes of the problem, and presents a range of innovative solutions applied by companies that are at the forefront of the effort to eradicate what many view as the greatest threat to knowledge worker productivity today. Attendees will receive awareness and insights that will improve their own personal effectiveness and enable them to initiate efforts for solving the problem in their organizations.

**Target audience:** Managers and Knowledge Workers of every kind.

**Duration:** 1 hour.

### About the speaker

Nathan Zeldes is a globally recognized thought leader in the search for improved knowledge worker productivity. After a 26 year career as a manager and principal engineer at Intel Corporation, he now helps organizations solve core problems at the intersection of technology and human behavior.



Nathan has been working on email overload for 18 years, during which he's developed and deployed original solutions at Intel and other companies. He's exchanged knowledge and solutions with scores of organizations worldwide, and has founded the Information Overload Research Group, which he chairs.

His professional activity is accessible at [www.nathanzeldes.com](http://www.nathanzeldes.com).