

Improved focus empowers professionals

In a work environment that is increasingly flooded with information, professionals need to stay on track, prioritize activities and overcome the constant distractions that slow productivity. Working memory – the ability to keep information in mind for brief periods of time – is closely linked to fluid intelligence and is crucial for professional success.

Neuroscientists have called working memory the brain's search engine because it is what allows us to locate and retrieve information at a moment's notice. A strong working memory empowers a professional to perform well under pressure, remain organized and prioritize activities.

Professionals with strong working memory capacities are efficient with their time and well equipped to multi-task. Research now indicates that working memory can be substantially and lastingly strengthened by training, to improve professional performance.

Research shows that training can improve focus

In 2001, researchers at the renowned Karolinska Institute in Stockholm, Sweden discovered that working memory, long thought to be a set characteristic, could be significantly improved through focused training. The study also showed that these gains led to measurable benefits in daily life for those who completed training. The exercises used in this breakthrough research later became Cogmed Working Memory Training, a proven program that has successfully boosted focus for thousands of kids and adults around the world.

Leading universities have since validated the effectiveness of Cogmed Working Memory Training on a range of populations, including children and adults with attention problems and victims of stroke and traumatic brain injury. A recent study of 100 normal adults of various ages showed that Cogmed Working Memory Training substantially improves attention, leading to better daily functioning.

**To learn more, take the
Working Memory Challenge at
aboutworkingmemory.org**

Too much information



“On average, knowledge workers change activities every three minutes, usually because they’re distracted by email or a phone call. It then takes almost half an hour to get back to the task once attention is lost.”

- Wall Street Journal

“Most people haven’t realized how out of control their head is when they get 300 e-mails a day and each of them has potential meaning.”

- Time Magazine

“In the United States, more than \$650 billion a year in productivity is lost because of unnecessary interruptions, predominately mundane matters.”

- The New York Times

What is Cogmed Pro?

Based on Cogmed's proven training platform, Cogmed Pro is designed to help professionals sustainably improve focus by strengthening their working memory. The program enables those who are bogged down by the daily onslaught of information to better manage time, prioritize activities and complete tasks.

The proven software program adjusts its complexity level for each exercise, in real time, for maximum training effect. And it can be completed right at your desk on your own PC, so you don't need to leave the office.

Cogmed Pro is provided by select specialists, all qualified by Cogmed. Experienced coaches will monitor your progress to ensure the training is achieving the maximum impact.

The complete program

- Initial workshop presented by a Cogmed Qualified Coach
- Start-up survey to establish baseline for training
- 25 training sessions lasting 30 minutes each, completed within six weeks
- Weekly calls with a Cogmed Coach to discuss progress
- Two month follow-up interview to assess results



Each user has access to a Cogmed Coach who leads the training, tracks results and provides support. The Cogmed Training Web gives professionals online access to their own training results and progress status.

Training benefits

Working memory is critical for focus in the workplace. Improved working memory capacity generalizes to improved attention in daily performance. Users who complete training show improvements in:

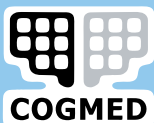
- Time management
- Organizing and prioritizing activities
- Shutting out distractions
- Focusing under pressure
- Complex thinking
- Starting and completing tasks

Cogmed Pro can boost the professional performance and attentional stamina of your professional staff. To learn more, contact Nina Lennon at Cogmed, and you will be introduced to one of the select professionals who are offering Cogmed Pro across the country.

About Cogmed

Cogmed was founded in 2001, by neuroscientists at the Karolinska Institute in Stockholm, Sweden. Cogmed Working Memory Training has been in successful use in Sweden since 2003 and was introduced to the United States and Canada in 2006. Cogmed's North American headquarters is located in Naperville, IL.

Get additional references on information overload and working memory; read ***The Overflowing Brain***, by Cogmed co-founder, Torkel Klingberg, Ph.D., M.D. (Oxford University Press 2008).



Working Memory Training
1-888-748-3828
cogmed.com

Available only through a national network of attention training experts.

Visit www.cogmed.com for more information.

Conway (2001) The cocktail party phenomenon revisited: the importance of working memory capacity. *Psychon Bull Rev.* Kane (2007) For whom the mind wanders, and when: an experience-sampling study of working memory and executive control in daily life. *Psychol Sci.* McNab (2008) Prefrontal cortex and basal ganglia control access to working memory. *Nature Neuroscience.* Olesen (2004), Increased prefrontal and parietal brain activity after training of working memory. *Nature Neuroscience.* Westerberg (2008) Computerized training of working memory. *Cognitive Neuroscience Society, 2008.*

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Cogmed Working Memory Training is not intended to be a substitute for a health care provider's consultation of a substitute for medication that a doctor may have prescribed. Results may vary. Effects or results in the individual can never be guaranteed.