


"The difference between success and failure is often the same as the difference between happiness and frustration: deciding to use intention. Neen makes it clear that our attention is too important to be frittered away merely because someone (or something) decided to grab it." —**SETH GODIN**, bestselling author of *Linchpin*

ATTENTION PAYS

HOW TO DRIVE PROFITABILITY,
PRODUCTIVITY, AND ACCOUNTABILITY


NEEN JAMES

WILEY



"In a world that continues to demand more, Neen's honest insights, powerful research and bubbly humor drives home the importance of managing internal and external factors to reclaim our time and attention. I recommend this book to everyone, at every level, looking for winning attention strategies to lead a more fulfilled, productive and intentional life."

—Mary Rooney,
Vice President, Strategic Planning
and Communications, Comcast Spotlight



"In the business world where leaders are often distracted and overwhelmed, this book provides solutions every person can implement in their personal and professional life.

Leading a life of significance requires you to pay attention to who, and what really matters. Neen's attention frameworks and strategies make this a must-read for anyone wanting to be a more current, relevant and influential leader.

I am recommending the staff and students at High Point University follow Ms. James advice to be more thoughtful each day, more productive each week, and more responsible each year."

—Dr. Nido R. Qubein,
President, High Point University

"There's no one who knows—or pays—attention like Neen James. That means there's no one better to help you understand not only why attention is so important in our 'Attention Deficit Society,' but also to guide you through shifting into the kind of intentional attention that really pays. Full of insight, research, and straight talk—just like Neen herself!—this book should be required reading for anyone who wants to truly gain control of their work and life."


—Tamsen Webster, Co-Producer TEDx Cambridge,
Founder of Red Thread

"Attention Pays is a masterclass in how to influence others, win business and lead teams. In a world where everybody is crazy busy, this book gives you the tools to cut through the clutter so you're seen, heard, and understood. I've made it required reading for my staff and clients."

—Michael Port, NY Times, WSJ Bestselling
author of *Steal the Show*


"Attention Pays captures the most important thing everyone wants in this world, other's attention. Everyone wants to feel important and Neen James shares how to do just that in this wonderful book that every leader & team member should read. Welcome to the Attention Revolution!"

—John R. DiJulius III, Author of
The Customer Service Revolution



"What I appreciate so much about Neen's very attentive (to the reader!) book is this: being attentive isn't just a binary goal (e.g., you are either paying attention or you aren't). It's a practice. Focusing on Intentional Attention lets us forgive ourselves for those lapses we all have—but gives us a tool box to put successful attention "in our way"—which in turn puts success in our way. Turn off your phone, and read this book."

—Tom Webster,
Vice President, Strategy, Edison Research



"After an extremely successful and provocative read with *Folding Time*, Neen James hits another home run with *Attention Pays*. There were so many powerful messages around being highly productive, but through an ever changing personal and professional landscape – we have lost the ability to give our undivided attention. This consistently happens in the workplace and unfortunately, outside of the workplace as well. We have to be intentionally investing all the time, there's no other choice. The rewards are immeasurable."

—Bob O'Brien,
Vice President, Southwest Region,
Comcast Spotlight

"There are teachers and gurus, innovators and thought leaders. And then there is Neen James. Years ago when we met, I was immediately struck by her power to ignite a room, to change how people think about themselves, and to demonstrate what is possible if we pay attention and create a life of intention. Neen's power is in her authenticity. She absolutely talks the talk (like no other), but Neen truly walks the walk—and, in those signature pink heels, no less.

Neen values relationship and service to others above all else. She is a passionate connector of people, and one of the most generous professionals I've ever met. Neen changed my life for the better, and when you immerse yourself in Attention Pays, she will no doubt change yours."

—Elizabeth Lucas-Averett (Ella),
Host of On Air with Ella

"Neen James has written a brilliant book that demands us all to sit up and pay attention. From the insightful research on the costs of inattention to the practical tips and strategies that allow us to harness the power of intentional attention in all walks of our lives, this book is a must read for anyone who wants to be more focused, more productive and have more impact on the world"

—Toni Newman,
Founder of The Innovation Advantage,
Professional Catalyst

"Stop everything you are doing and join the Attention Revolution, led by the inimitable Neen James. In this chaotic and cacophonous world, Neen teaches you to control what demands your attention, and to prioritize what really matters, with equal parts love, humor, and brilliance. This book is essential reading for every leader who cares about their relationships at home, at work, and in their community."


—Laura Gassner Otting, Chief Confidence Catalyst

"In *Attention Pays* Neen brings the business world closer to building real relationships. We are in a time-stressed world, responding to demands of others and jump at every phone's notification, taking us away from people in front of us. This has a negative impact on relationships and success. In a frenzied environment, and we miss chances to connect. Neen's attention strategies help us focus on everyday important interactions, help control distractions, improve connections and live each precious moments. This focus helps me be a better employee, father, and husband. This book helps your organization analyze factors diminishing your attention and put the care back in your relationships with customers, clients, and employees. You will find that attention pays."

—Scott D. Ferrin, Field Director, Society for Human Resource Management (SHRM)


"*Attention Pays* reads like a business book for the inefficient and exhausted. But it's actually a field guide to living your life with more balance, intention, focus, joy. Sneaky move, Neen."

—Ann Handley, WSJ Bestselling Author of *Everybody Writes* & Chief Content Officer, MarketingProfs




"From the moment Neen shared this idea with me, I knew she had a winner. Her unique perspective on this important topic is critical for all leaders today. Attention Pays will help businesses stay relevant, leaders improve morale, and individuals grow business relationships on the bottom line. I recommend this book to anyone who wants to differentiate themselves...from leaders who want to stand out, to parents who want to create more significant memories with their kids, the message is clear: Attention Pays."

—Clint Greenleaf, CEO, HomePlate Peanut Butter




"Do yourself a big life-changing favor and take the wise lessons of Attention Pays to heart and you will morph in really important ways. Neen James helps you tame the "squirrels" of the un-focused brain to lead you to a personal and professional life of effectiveness, well-being and enormous impact."

—Scott Halford, Wall Street Journal Bestselling
Author of *Activate Your Brain*,
Member National Speakers Hall of Fame




"I have no doubt that we create in our lives the things we pay attention to, good and bad. Managing time is good, managing energy is smart but paying attention is where the real growth lay. In a world of constant distraction, paying attention is our competitive advantage."

—Matt Church, Founder of Thought Leaders Global




"A devastating indictment of flawed time management and bogus multitasking, *Attention Pays* will rewire how you do EVERYTHING. Your to-do list should have exactly one item: buy this book."

—Jay Baer,
Founder of *Convince & Convert* and
Author of *Hug Your Haters*




"If you wish you could focus on what matters, stop doing things that rob you of profit and success, and improve interaction with business colleagues, clients and loved ones, then slap your distracted self and pick up *Attention Pays* by Neen James. It'll change your life."

—Ian Altman,
Bestselling Co-Author of *Same Side Selling*



"You and I have been admonished by parents and others to 'Pay attention!' Less likely have you been told that attention pays as Neen James does in this insightful and practical new book. If you want to be a more effective leader or just live a fuller, richer life, then I recommend you read this book."

—Mark Sanborn,
Speaker and Author of *The Fred Factor*
and *The Potential Principle*




"It turns out we can't manage our time, we can only manage our attention. In this insightful book, Neen James shows us how being more intentional with our attention helps us get the results we want at work, at home and in our communities.

Put down your phone and read this book. It will forever change how you pay attention.

Learning how to pay intentional attention personally, professionally and globally can change every aspect of your life. In *Attention Pays*, Neen James gives you the playbook."

—Clay Hebert,
Founder of Clarity and Growth



"I had no idea the cost of inattention. Neen James gave me an insight into this topic that I really needed to hear! Neen is so spot-on with her insight into what is ailing us. Not only costing us in our pockets but in our health. This is an important read. Don't read this book unless you are serious about getting your act together! I put it down in the middle and actually did what Neen suggests and it helped my focus immediately."

—Laurie Guest CSP, Guest Enterprises, Inc.

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To you, my brilliant friend

Your beautiful mind showed me
the power of attention.

To you, my brilliant reader.
Your undivided attention is the greatest gift
you can give someone.

Today, invest one minute, in one interaction,
to create one significant moment,
for just one person that may create
one memory that will last a lifetime.

♡ — Neen James

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