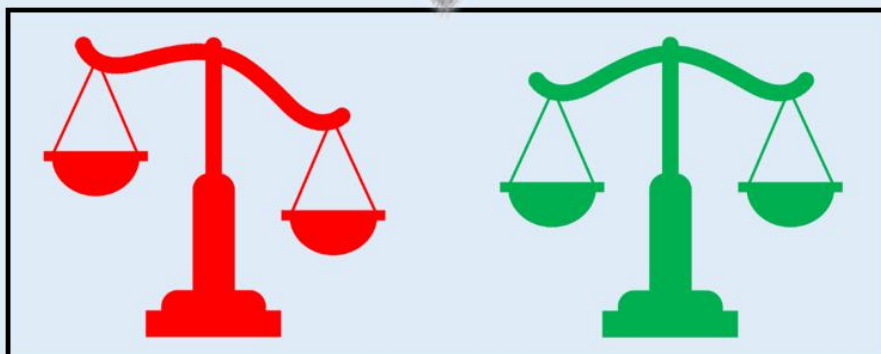
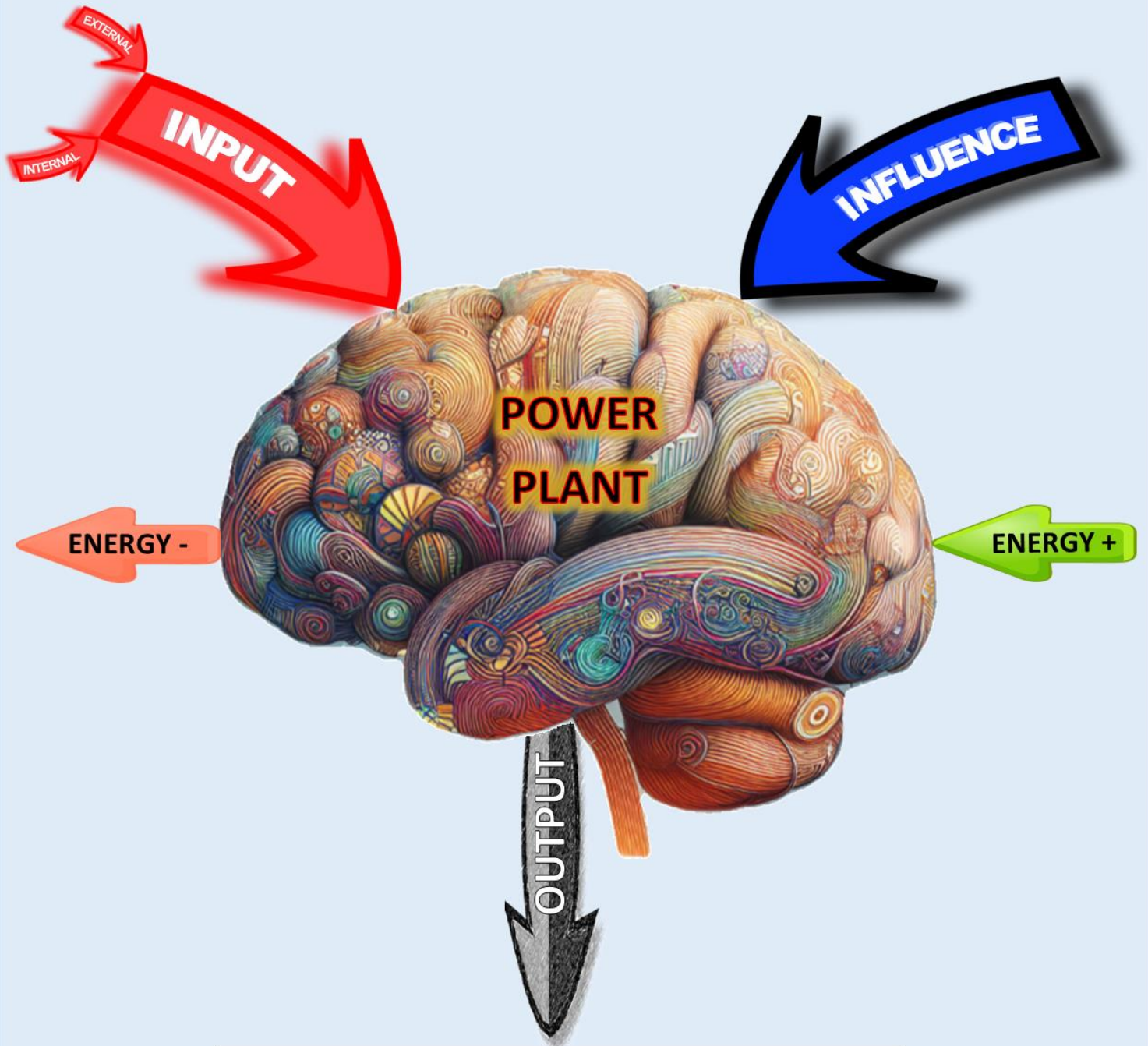


ATTENTION MODEL

INSIGHT INTO ATTENTION



ATTENTION MODEL

The **Attention Model** tells the story of how human attention works, using various visual elements. The model was developed by [Rudy Rensink](#), a passionate trainer in Attention Management. This model emerged in response to the growing sense of overload, work pressure, and stress, as well as the increasing absenteeism due to burnout and overstrain.

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In a world where information constantly flows, both from external sources and from within ourselves, the brain serves as a powerful yet selective Power Plant. The large, colorful mass representing the brain is where all information converges.

In the model, the brain is depicted as an **POWER PLANT**. This is where the magic happens, where decisions are made about where our mental energy goes. It's a place of constant activity where decisions are made about what deserves our attention.

On the sides of the brain, we see the energy balance: on one side, the **POSITIVE ENERGY** we gain from focusing on tasks that bring satisfaction and generate energy, such as breaks, sleep, healthy eating, enjoying work, and more. On the other side the **NEGATIVE ENERGY** we may experience when overwhelmed or exhausted. Too much screen time, prolonged focus, multitasking, inadequate hydration, and so forth, all drain our energy!

The red arrow at the top left represents the **INPUT** mainly caused by interruptions. This distinguishes between signals from our senses (**external input**) such as smartphone notifications and emails, and our thoughts, memories, and feelings (**internal input**).

The blue arrow represents the **INFLUENCE** that can also determine our direction, such as the work environment (workspace, atmosphere), habits, attention span, and workload.

The grey-black arrow pointing downwards, marked with **OUTPUT**, is the manifestation of our attention in action - the decisions we make, the movements we undertake, and the words we speak. It's the result of the energy we allocate to what we deem important.

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The balances at the bottom symbolize the delicate act of balancing these energies. When the scales are out of balance, as indicated by the **red balance**, we may feel stressed or overwhelmed. But when we're able to manage our attention and energy well, as the **green balance** suggests, we achieve a state of equilibrium and satisfaction.

This **Attention Model** is a representation of the constantly evolving dance of input, processing, and output, driven by the energy we possess and the choices we make. It serves as a reminder that, although we may not always control the stimuli coming our way, we can choose where to direct our attention and energy.

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Use the **Attention Model** to gain more insight into your own attention flows. It offers practical strategies to optimize your mental energy and achieve balance. Consider attending a lecture, workshop, or training for deeper understanding. Feel free to contact us for more information.

www.AttentionModel.com