

## **DIG Coaching Launches "Attention Talk Radio" The show that focuses on insight and insightful thinking**

Tampa, Florida – July 23, 2009 – DIG Coaching launches Attention Talk Radio, [www.blogtalkradio.com/attentiontalkradio](http://www.blogtalkradio.com/attentiontalkradio), a live, interactive, Internet talk-radio show, the show that focuses on insight and insightful thinking, with host attention coach Jeff Copper.

"Insight is the ubiquitous theme that underlies our fables, tales, analogies, metaphors, and mental models," explains Copper. "Intuitively, we understand the important role it plays in our world. However, few of us acknowledge or understand there is a fundamental difference addressing a problem using insight versus a more analytical approach. At its core, insight is a sudden comprehension after viewing something in a different light or, in other words, paying attention to it differently. It is the process of making unexpected associations which can be made more difficult by methodical reasoning."

Copper relates insight to being synonymous with "ah ha," "eureka," or "I got it." According to Copper, "Attention or what we pay attention to is what drives insight." Copper describes Attention Talk Radio as a program that focuses on what people commonly pay attention to and then looks at it in a different light. The purpose of the show is to demonstrate how to obtain insightful solutions by simply changing one's focus.

Copper explains the process in this way. "You see, to me it boils down to this. If you have an issue, you apply the obvious solution associated with more analytical/methodical reasoning. If it works, great! If not, you are probably paying attention to the wrong thing. I find that most people have surrendered their control of what they pay attention to. As a result, society and corporate America largely direct our attention to the solution of the day with no regard for the unique individuals we are. In the end, applied solutions can be random, and success is based on chance or luck." As Copper defines it, "Coaching as an industry was born out of the need for individuals to reclaim control of what they pay attention to as a conscious choice."

According to Copper, the program puts a spotlight on attention, preparing the mind to find more insightful solutions when the rational mind's top ten solutions don't seem to work. "The show is particularly helpful for individuals diagnosed with or impacted by attention deficit disorder, also called ADD, or its symptoms. It can help ADD-ers develop their attending skills and gain insight into what they naturally pay attention to. This insight can unlock the door to their obvious solutions which may not seem so obvious to others."

The public is encouraged to participate by calling (646) 652-4409 to listen or ask questions. Show schedule, live streams, and show archives are available at [www.blogtalkradio.com/attentiontalkradio](http://www.blogtalkradio.com/attentiontalkradio) or listeners can subscribe to the archives via the RSS feed located on the host page or on iTunes. The show is hosted on BlogTalkRadio.

### About BlogTalkRadio

Blogtalk Radio is a free, web-based platform, which allows anyone with a phone or a computer to listen to, participate, and interact on an Internet broadcast. Listeners can call into the show by phone or listen over their computer. The show streams live directly from Attention Talk Radio's webpage, with archives available for all past shows. BlogTalkRadio has been featured on ABC News, the Washington Post, Portfolio, Talkers Magazine, and TheStreet.com. The Citizens Broadcasting Network can be found at [www.blogtalkradio.com](http://www.blogtalkradio.com).

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