THE ANALOG PROFESSIONAL

Reclaim Cognitive Focus, Stop Digital Fatigue, and Ignite Corporate Innovation.

Based on a decade of deep-dive insights from Bull's Analog Attorney column, this presentation is a hilarious, yet sharp and inclusive, highly practical look at breaking free from digital overwhelm—how it drains us, why our brains are misfiring, what actually happens when we unplug, and how it transforms daily work.

What begins as an honest critique of modern productivity culture is transformed into an inspiring blueprint showing how low-tech, tactile tools provide all the cognitive space a team needs, including the physical steps, to revitalize their creative mojo.

This presentation ends with a clear charge for professionals to step out of the relentless reactive chain of execution and return to the manual methods proven by high-impact strategists over generations: to slow down on paper, master your focus, and employ your real-world clarity to drive your team forward.

The final act is for each attendee to write a quick note to someone on a postcard supplied by the speaker. Event manager collects them all and ensures the cards are mailed.

• The Core Idea: Deep focus isn't lost; it's just buried under digital noise. When you finally think with a pen instead of a keyboard, your cognitive ease returns and your best work rises to the surface.

• Who It's For: Corporate teams, executives, and distracted organizations suffering from burnout or digital fatigue.

• Key Takeaway: "I have my edge back!"

• The Tone: Witty. Relatable. Strategic.



BULL GARLINGTON
CORPORATE KEYNOTE SPEAKER
bullgarlington@gmail.com
bullgarlington.com



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