



KEYNOTES/WORKSHOPS

TIME 2.0 APPLYING "DESIGN THINKING" TO THE HUMAN EXPERIENCE OF TIME

LEARNING OBJECTIVES:

As a result of this program you will:

- ▶ Understand the forces that govern experiential time (chronoception) and how cognitive biases in your brain cause time to accelerate.
- ▶ Discover actions you can take to manipulate your perception of time and reverse the process of time slipping away.
- ▶ Learn how to design your life to create intense and memorable experiences that expand — even create time.

What is the value of your time?

Time is our most valuable currency. We know about the time value of money, but do we truly understand the investment value of our time? Our days are filled with experiences and memories, some stored and retained, some not. What creates a memorable memory? What is the nature of the relationship between memory and time perception? How do we measure the true value of our time? Of our experiences? In this unique mind-bending talk, John shares breakthrough ideas on how to re-think your relationship with time and design time-stopping experiences for yourself, your loved ones and your customers.

The core of the presentation is a first-of-its kind analysis of the psychology and neuroscience of "chronoception" (time perception) and the cognitive biases that govern it. Time, as we experience it, is not linear. It speeds up, slows down, freezes, or disappears entirely, based on our focus, stimuli and environment. By manipulating our environment and experiences, it is possible to create "event horizon" moments, where time stands still, relative to the outside world.

Length: Can be delivered as a keynote (30 - 90 minutes) or as a workshop (1/2 day, full day, or multi-day) John has designed and facilitated multi-day experiential events to immerse participants in hands-on learning and time-expanding activities.

Recommended for time-starved professionals who are seeking more meaningful experiences and want to change their relationship with time. The most common response from participants is gratitude, relief, and a resolve to master time, rather than merely manage it.

Watch clips of John's keynote from [Chicago Ideas Week](#), his [TEDx talk](#) and his [Video Manifesto](#).



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John K. Coyle Speaker Credentials



As one of the world's leading experts in "Design Thinking" and innovation, John K. Coyle is a sought-after speaker who has presented for Fortune 100 companies, Universities, TEDx stages and multiple international conferences. He also happens to have an Olympic Medal for Speedskating.

John is the CEO and Founder of Speaking Design Thinking, and the host and trainer of the Design Thinking Academy online executive education series. He is the best-selling author of *Design For Strengths: Applying Design Thinking to Individual and Team Strengths* (2018) and *The Art of Really Living Manifesto* (2016).

A graduate of Stanford University's Product Design program and The Kellogg Graduate School of Management, John is an NBC sports analyst who lectures and teaches innovation courses at Marquette, Northwestern and CEDIM University Graduate School in Mexico. Prior to his current roles, John was the senior executive in charge of innovation at a Fortune 500 telecom company, and Senior Vice President at an Innovation Consulting Firm.

Known as #TheTimeGuy, John is a thought leader in the field of chronoception—the study of how humans process time. His mission is to innovate the human experience. He helps people understand the neuroscience and psychology of time perception and design experiences that expand our relationship with time, leading to the endless summers of our youth.

John offers the intellectual and analytical background of a professor coupled with the inspired emotional storytelling of a champion athlete. People leave John's experiential learning sessions empowered and motivated to make significant, positive changes in their business and personal lives. See more than 75 raving reviews on [LinkedIn](#).

Tools For Event Planners

- Working with John is easy. His Executive Manager, Monica Goebel, will facilitate all the details, such as bios, handouts, program descriptions, contracts, invoices, AV requirements and script for podium introduction.
- John will work closely with your leadership team to customize his program to meet your organizational culture, event theme and other unique requirements.
- John will bring his Olympic Silver Medal to your event for attendees to examine and photograph.
- If you desire, John will participate in panel discussions, book signings, photo sessions, meals, receptions, and other group activities.
- John's books are available for discounted bulk purchase.



Optional Add-Ons

Workshop. A hands-on session to explore each of the three laws of experiential time in depth, identifying opportunities to:

- (1) Increase breadth and depth of experiences;
- (2) Seek and create more moments of flow; and
- (3) Conduct a patterns analysis of your most meaningful memories in order to find ways to create "event horizon moments" that expand or even create time.

Experience Design. John will help you design a unique and meaningful experience for your group to help create "event horizon" moments that leave deep time-expanding memories.

Poetry Performance. John will deliver a dramatic spoken word performance of *The Art of Really Living Manifesto*, a poetic piece about slowing the acceleration of time.

Contact **John's** Executive Manager, **Monica Goebel**, 262-903-9270 or monica@johnkcoyle.com,
to check availability and how to deliver best value to your group.