



DEEP WORK AND COGNITIVE PERFORMANCE ENHANCEMENT TRAINING COURSE

16 - 20 Nov 2026

CASABLANCA

4500 € (PER PERSON)

REF: #PRO5282_269630



COURSE INTRODUCTION / OVERVIEW:

In today's hyper-connected world, the ability to focus without distraction on a cognitively demanding task is becoming increasingly rare and valuable. This skill, which author Cal Newport famously termed "Deep Work" in his seminal book, "Deep Work: Rules for Focused Success in a Distracted World," is the key to unlocking peak cognitive performance and producing high-quality output. This intensive training course is designed to equip professionals with the principles, strategies, and habits necessary to cultivate a state of deep work consistently. We will move beyond simple time management tips to explore the neuroscience of attention, focus, and cognitive enhancement. Participants will learn how to systematically eliminate distractions, structure their workday for maximum productivity, and build the mental stamina required for sustained concentration. BIG BEN Training Center has developed this program to provide a practical roadmap for professionals seeking to reclaim their focus, enhance their cognitive capabilities, and achieve elite-level performance in their respective fields. By integrating proven methodologies with cutting-edge insights from cognitive science, this course empowers individuals to thrive in an age of information overload and constant digital interruption, transforming their professional effectiveness from the ground up.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Knowledge Workers and Professionals.
- Managers and Team Leaders.
- Researchers and Academics.
- Engineers and Software Developers.
- Consultants and Strategists.
- Writers, Editors, and Content Creators.
- Project Managers.
- Entrepreneurs and Business Owners.
- Anyone seeking to improve focus and productivity.



TARGET SECTORS AND INDUSTRIES:

- Technology and Information Technology.
- Finance, Banking, and Insurance.
- Consulting and Professional Services.
- Research and Development (R&D).
- Pharmaceuticals and Healthcare.
- Engineering and Manufacturing.
- Legal Services.
- Governmental and Public Sector Agencies.
- Education and Academia.
- Media and Publishing.

TARGET ORGANIZATIONS DEPARTMENTS:

- Strategy and Planning.
- Product Development and Management.
- Information Technology (IT).
- Research and Development (R&D).
- Human Resources and Training.
- Marketing and Communications.
- Finance and Analytics.
- Operations Management.
- Executive Leadership.



COURSE OFFERINGS:

By the end of this course, the participants will have able to:

- Differentiate between deep work and shallow work to prioritize high-value tasks.
- Implement the four philosophies of deep work as defined by Cal Newport.
- Develop powerful rituals and routines to consistently enter a state of focused concentration.
- Design a physical and digital work environment optimized for minimal distraction.
- Apply principles of digital minimalism to reduce cognitive load from technology.
- Strengthen attention control and cognitive stamina through targeted exercises.
- Leverage the science of rest and recovery to enhance mental performance.
- Effectively manage information overload and communication demands.
- Track and measure deep work sessions to quantify productivity gains.
- Integrate deep work practices within a collaborative team environment.
- Apply neuroplasticity concepts to build lasting habits for peak performance.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and transformative, ensuring that participants not only learn the theories of deep work but also begin to embody its principles. This course utilizes a blended learning approach that combines expert-led instruction with hands-on application. Sessions will feature in-depth discussions on the cognitive science behind focus and distraction, grounded in real-world case studies from various industries. A significant portion of the training is dedicated to practical workshops where participants will engage in exercises like time-blocking, designing personalized work rituals, and conducting a digital declutter. Collaborative group activities and peer-to-peer coaching will encourage the sharing of challenges and strategies, fostering a supportive learning community. Participants will receive structured frameworks and templates to apply directly to their work. Continuous feedback from the instructor and structured self-reflection exercises are integrated throughout the course to help individuals identify personal obstacles and tailor deep work strategies to their specific roles and work styles. This immersive and applied approach ensures a lasting impact on professional habits and cognitive performance.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: THE FOUNDATIONS OF DEEP WORK AND COGNITIVE SCIENCE

- The Deep Work Hypothesis.
- Differentiating Deep Work from Shallow Work.
- The Neuroscience of Attention and Concentration.
- Understanding the Impact of Distraction on the Brain.
- Why Deep Work is Becoming Increasingly Rare and Valuable.
- Assessing Your Current Work Habits and Distraction Levels.
- Introduction to Cal Newport's Core Principles.

UNIT TWO: STRUCTURING YOUR LIFE FOR DEEP WORK

- The Four Philosophies of Deep Work Scheduling.
- Building Powerful Morning and Evening Rituals.
- Designing Your Ideal Deep Work Environment.
- The Importance of Grand Gestures and Location Changes.
- Time-Blocking and Fixed-Schedule Productivity.
- Collaborating with Colleagues to Protect Your Focus.
- Setting Clear Goals and Metrics for Deep Work Sessions.

UNIT THREE: TAMING DIGITAL DISTRACTIONS AND EMBRACING BOREDOM

- The Science of Digital Addiction and Its Impact on Focus.
- Strategies for Managing Email and Instant Messaging.
- Applying the Principles of Digital Minimalism.
- Conducting a Digital Declutter of Your Tools and Apps.
- Reclaiming Leisure Time from Low-Quality Distractions.
- The Productive Power of Boredom and Mental Downtime.
- Mindful Technology Use and Intentional Tool Selection.



UNIT FOUR: ADVANCED TECHNIQUES FOR PEAK COGNITIVE PERFORMANCE

- Harnessing the Power of Flow States for Immersive Work.
- Mindfulness and Meditation Practices to Strengthen Attention.
- The Role of Sleep, Nutrition, and Exercise in Brain Health.
- Techniques for Improving Memory and Information Retention.
- The Importance of Deliberate Rest and Sabbaticals.
- Building Cognitive Stamina for Extended Periods of Focus.
- Overcoming Procrastination and Mental Resistance.

UNIT FIVE: SUSTAINING DEEP WORK AND MEASURING IMPACT

- Integrating Deep Work into a Collaborative Team Culture.
- Communicating Your Work Style to Managers and Peers.
- Tracking Your Deep Work Hours and Productivity Outcomes.
- The Shutdown Ritual: Ending Your Workday Completely.
- Long-Term Strategies for Continuous Cognitive Improvement.
- Avoiding Burnout and Maintaining High Performance.
- Creating a Personal Action Plan for a Deep Work Life.

FAQ:

QUALIFICATIONS REQUIRED FOR REGISTERING TO THIS COURSE?

There are no requirements.

HOW LONG IS EACH DAILY SESSION, AND WHAT IS THE TOTAL NUMBER OF TRAINING HOURS FOR THE COURSE?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.



SOMETHING TO THINK ABOUT:

In a corporate culture that often rewards constant availability and rapid response, how can an individual realistically carve out and protect the uninterrupted time required for deep work without being perceived as uncooperative or disconnected?

WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This training course distinguishes itself by moving beyond the superficial "productivity hacks" that saturate many times management programs. Its core uniqueness lies in its deep-rooted, scientific approach to cognitive performance. While other courses may offer tips on managing your inbox, this program delves into the underlying neuroscience of attention, distraction, and focus, empowering participants with a fundamental understanding of how their brain works. It heavily emphasizes the practical, habit-forming methodologies detailed by thought leaders like Cal Newport, focusing on building sustainable rituals and restructuring work environments rather than offering temporary fixes. The curriculum is holistic, uniquely connecting cognitive enhancement to crucial lifestyle factors such as sleep, nutrition, and deliberate rest, acknowledging that peak mental performance is not achieved in a vacuum. Furthermore, the course places a strong emphasis on integrating deep work principles within modern, collaborative workplaces, addressing the real-world challenge of balancing focused work with team responsibilities. It is an architectural program for redesigning one's professional life for sustained, high-quality output, not just a collection of disconnected tips.