




## Blood or Damage




**A workshop on how to deflect minutia,  
focus on the big stuff**

**and protect your “space” from constant interruption in a 24/7 world.**

### *Do you remember...?*

-  When a phone call at home after 9 pm meant someone was dying (major blood or damage)?
-  Weekends with family and friends, uninterrupted by work?
-  When no one looked at email under the table during a meeting?

### *Consider...*

-  Productivity has actually **declined** since 2008 (the year the iphone was introduced).
-  Studies show that working **70 hours** produces no more than working **55 hours** a week.
-  The more we work, the harder it is to detach from work and see the big picture. We lose the signal in the noise.

### **WE ARE ALWAYS ON**

Welcome to the age of distraction; a toxic environment that hijacks both our decision-making ability and our peace of mind.

It's time to rebuild the boundaries we have lost.

It's time to tackle one of constant connectivity's most pervasive challenges; when we are always available, how do we take care of business without involving the whole team, all the time?

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**Think NewCo's** interactive workshop combines anecdotes, science and experiential exercises to clearly define the problem of eroded boundaries, illustrate the true impact on our lives and work and design a way out. Participants will co-create simple/actionable plans to rebuild parameters, and reclaim distraction-free time to think, focus, produce and enjoy.

**Come See for Yourself.** Participants from Salesforce.com and the Gathering of Titans at MIT describe Think NewCo experiences as **“Teflon for stress,”** and **“a way to get actionable insights into regaining control”**.

**When:** Wednesday, December 14, 12 pm to 3 pm (Lunch Included)

**Where:** The Mountain Chalet, 335 E Durant, Aspen

**Who:** A special presentation of the Aspen Business Luncheon Series and Think NewCo. \$75 advance or \$100 at the door. Space is limited, teams are encouraged to RSVP early. Questions?

Contact [Bettina@thinknewco.com](mailto:Bettina@thinknewco.com)

# Who We Are

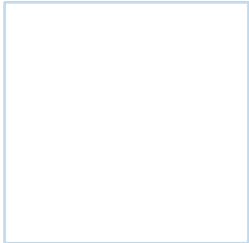


## Bettina Slusar

**The Official Story:** Bettina Slusar is the Founder of Think NewCo, a radical framework for training the leadership brain to stay out of the weeds. Before creating this company, Bettina was a corporate SVP at SunGard Data Systems, overseeing the program responsible for SunGard's top clients. In this role she was one of three operating officers reporting to the CEO, with

revenue responsibilities in excess of 1 billion dollars. In the prior 10+ years at SunGard she held a variety of management positions in both sales and operations, including 3 years as President of a key operating company. Earlier career highlights include serving as director of sales for Tech Hackers, a start-- up in financial software, and as the managing director of Steps on Broadway, a large professional dance studio in NYC. Bettina holds a BA from Brown University in International Relations. She lives in Aspen with her husband, 2 children and 3 dogs.

**The Backstory:** It took a radical situation to move me from Corporate Queen Bee to benevolent ruler of Think NewCo. In my "life-- as-- a-- graph," the career/professional accomplishment line kept skyrocketing up while my personal life line plummeted just as fast in the other direction. It all ended in a flaming, life altering crash. It was in crawling away from the wreckage and starting over that I discovered the various pieces and parts that have come together to form the vision of Think NewCo. The CEOs with whom we engage say the work we do is their secret weapon for success.



## Eli Shostak

**The Official Story:** Eli Shostak's ability to untangle life's sticky strands and make simple plans for busy people comes from years of turning complex situations into accessible insights. Whether leading teams on sea kayaking expeditions, individuals on multi-- pitch climbing routes or staff members through professional training programs, his ability to use metaphor and story telling to create effective and enjoyable educational experiences has been appreciated by a variety of audience over the past 20 years. Eli has a B. A. in

Anthropology from the University of California at Santa Cruz and a Master's Degree in Experiential Education. Eli chose to use and expand his knowledge of facilitating transformational programs by serving as the the Staff and Program Manager for Deer Hill Expeditions before becoming Think NewCo's "Wearer of Many Hats". Eli's goal has always been to create experiences where people can look inward, expanding their sense of what's possible in this life and also look outward to foster deep connections with wild places and their fellow travelers.

**The Backstory:** Eli has been the proud owner of a mobile device for about three years, but spending most of the past 20+ years in places with "zero bars" doesn't mean that Eli's been out of touch. He is a published author, accomplished ultra runner and frequent contributor and consultant to adventure programs in his home of Southwest Colorado where he lives with his soul mate Erin, daughter Delia, and dingo-- hyena-- what-- is-- that-- thing pup Itza. Eli can be reached at [eli@thinknewco.com](mailto:eli@thinknewco.com).

## Company Description:

**Think NewCo** is a disruptive, experiential learning based retreat program designed to rehab the brain in the Age of Distraction, while delivering the tools leaders need to get clear, find focus, and apply where it matters most.

