



21st CENTURY WOMEN'S ENTREPRENEURSHIP, LEADERSHIP, POSITIVE PSYCHOLOGY & MENTAL HEALTH SUMMIT (EDITION 7)

NOVEMBER 08-09, 2024 | Hotel Medium Valencia, Spain

In modern society, concepts like living in the moment, mindfulness, and positive thinking have become key points for personal growth and well-being. But what do these ideas truly mean, and how can we maintain a positive mindset when bombarded by constant distractions? With anxiety produced by future uncertainties or past memories, staying present can be challenging.

Distractions come not only from the external environment - people and surroundings - but also from within, as our thoughts are often consumed by future plans, causing us to lose connection with the present. The most common distractions, however, are technology. Every day we are flooded with information, and our brains work incessantly to process it.

From checking the weather as soon as we wake up to scrolling through Instagram or Twitter before bed, people have become dependent on digital tools. During the presentation we will explore the psychological and emotional effects of constant digital engagement and discuss strategies for cultivating mindfulness amidst the technological noise, allowing us to reconnect with the present and regain control of our attention and well-being.

Biography

With over seven years in the tech industry, I have honed my skills in driving digital transformations and leading complex projects. My background as a Business Development Specialist and Project Coordinator, coupled with a fervent passion for technology, innovation, and sustainable business practices, enables me to revolutionize business operations. Specializing in devising strategies for product expansion and digital adoption across various industries, I emphasize the importance of digital technologies as tools for growth and innovation. Upon defining the development strategy, I also lead the entire process of new product creation and deployment, ensuring alignment with business-specific needs. I want to make a positive societal impact and contribute to a company that values social and environmental responsibility. I understand the role of human factors, so I put a strong focus on change management practices to ensure collaborative spirit within a team and comfortable tech integration.

LIFE IN THE MOMENT IN THE WORLD OF DIGITAL DISTRACTION

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