

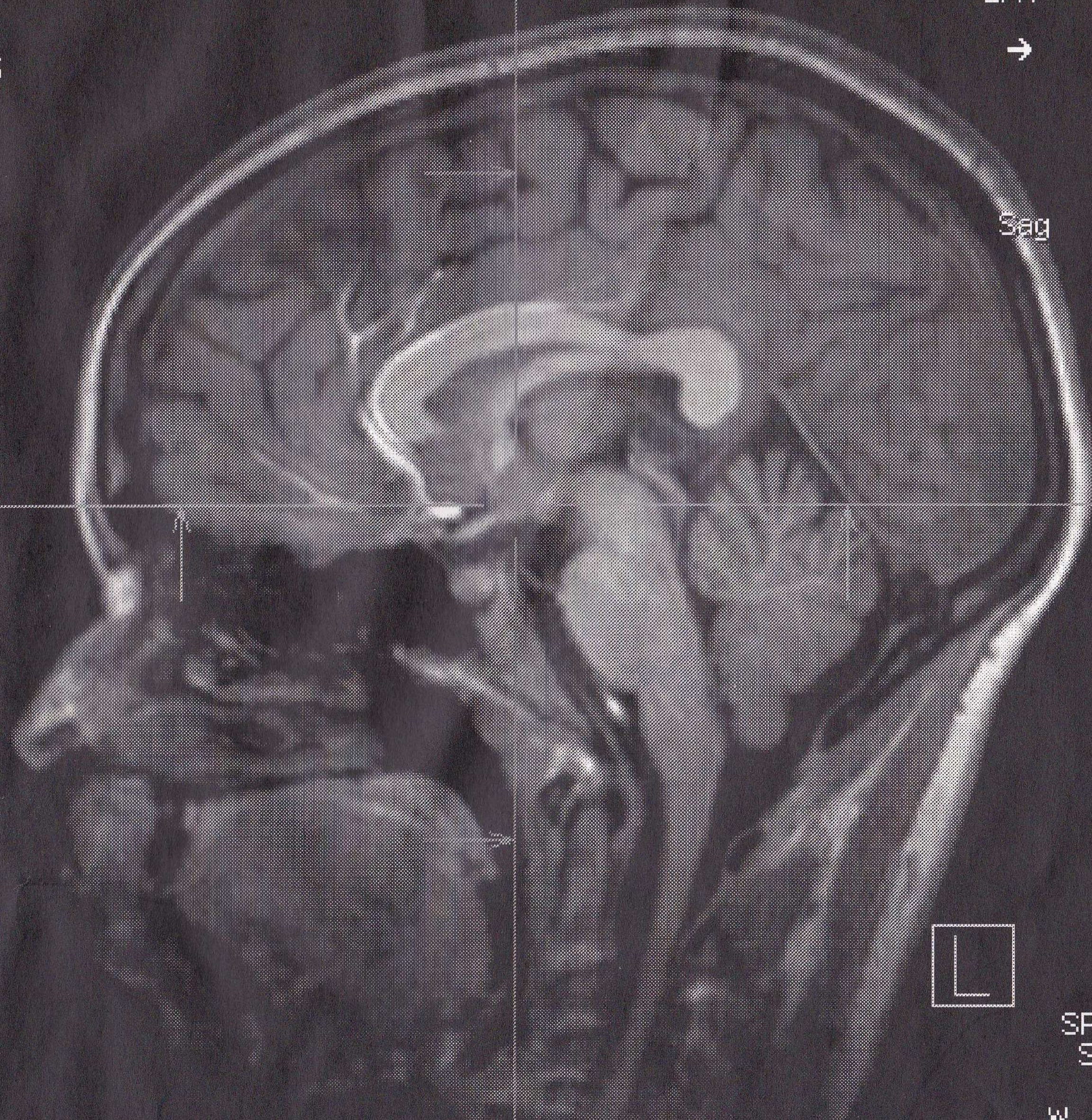


Unplug TO RE-CONNECT

DISCONNECT YOUR BRAIN

IBon_080409_KaNij_SPESP H
04.09.10:09:57-DST-1.3.12.2.1107.5.2.7.20116
-6-1985, F, 22Y
STUDY 1
4-2008
:06:02
MA, 0 / 5

Maastricht Brain Imaging Center
Allegra
MR A30
HFS
+LPH



F 1.00
900.0
R 2250.0
E 2.6
W 200.0
PR/MPR



SP L
SL

Katelijan Nijsmans
CEO How's Work

HOW'S
WORK?

NO SIGNAL

NO SIGNAL

NO SIGNAL

HYPERCONNECTIVITEIT

NO SIGNAL

NO SIGNAL

NO SIGNAL

SAMSUNG

Waarom **DECONNECTEREN?**

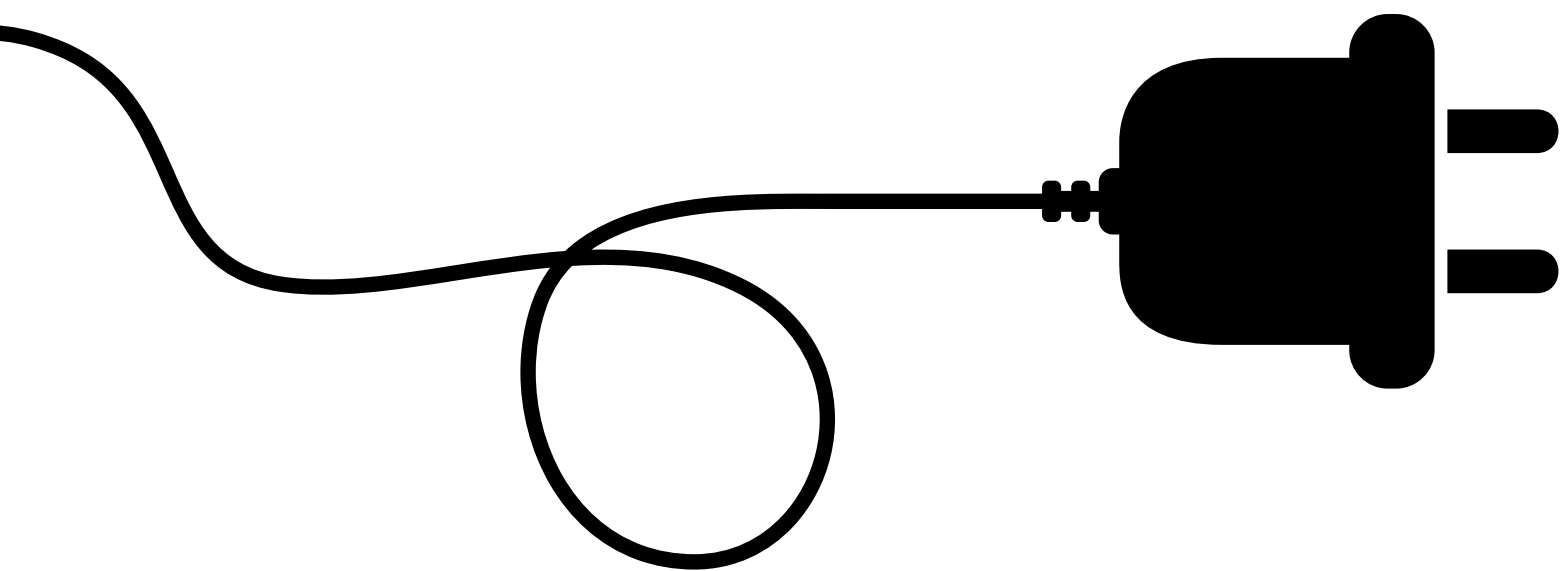
Over Forrest Gump

Hoe **PAKKEN WE DAT AAN?**

Over 'Deconnectie-stijlen'

Wat **DOEN WE CONCREET?**

Over Detox, Zebra's & Schapen



Run
FORREST
Run



HOW'S
WORK?

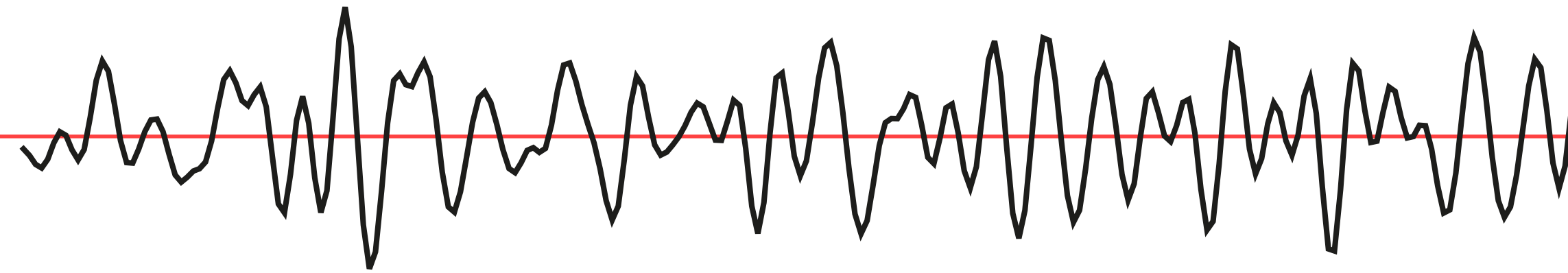
BRAIN
waves

GAMMA >>



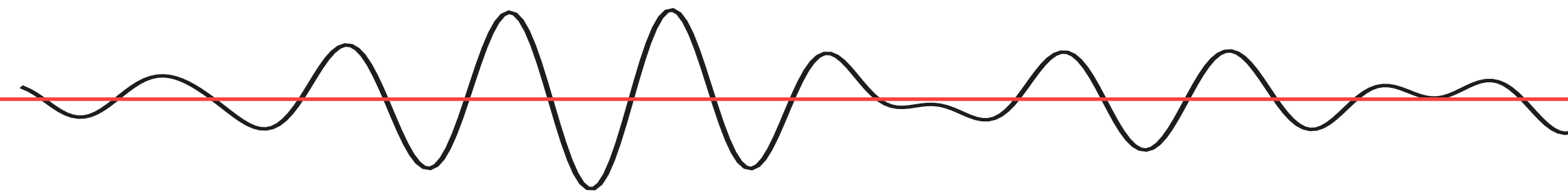
FOCUS

BETA >>



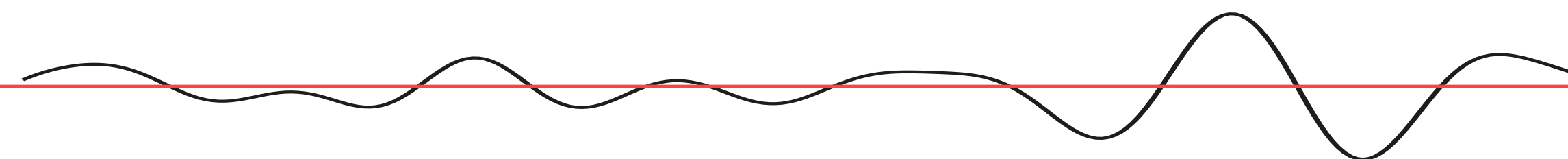
WAAKZAAM

ALPHA >>



REFLECTIE

THETA >>



RELAXATIE



64%

VAN DE BELGEN HEEFT MOEITE
MET DECONNECTEREN NA HET
WERK

HOW'S
WORK?



3u04

SPENDEERT DE GEMIDDELDE BELG
PER DAG OP DE SMARTPHONE

HOW'S
WORK?



13%

VAN DE BELGEN ERVAART
BEREIKBAARHEIDSDRUK

Waarom DECONNECTEREN?

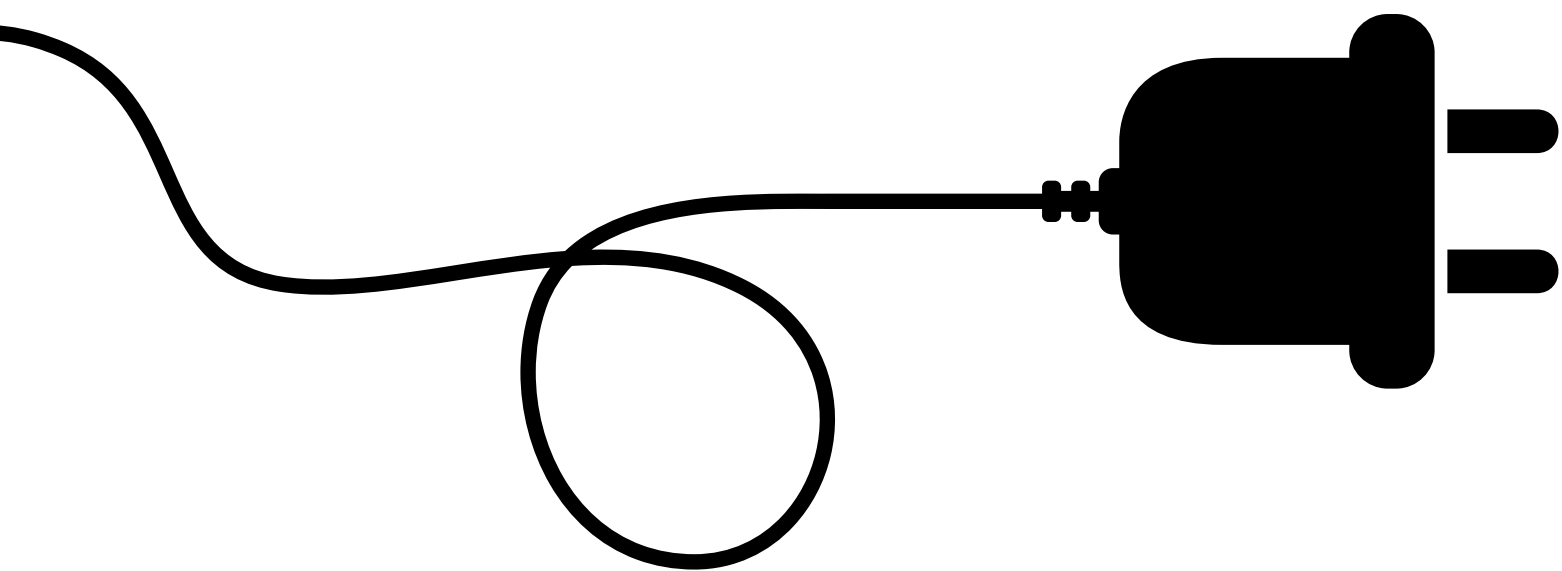
Over Forrest Gump

Hoe PAKKEN WE DAT AAN?

Over 'Deconnectie-stijlen'

Wat DOEN WE CONCREET?

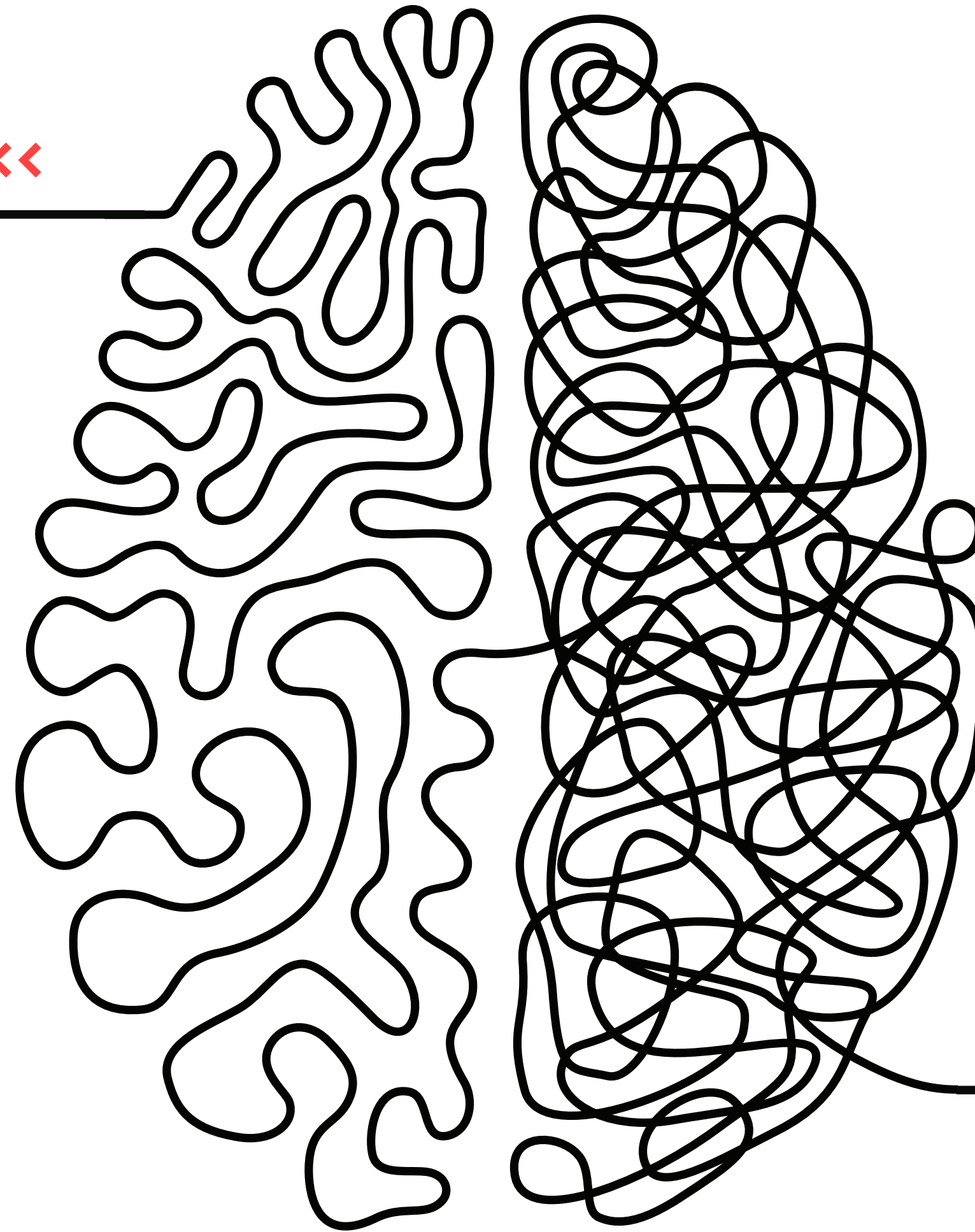
Over Detox, Zebra's & Schapen



Boundary THEORY

HOW'S
WORK?

SEPARATORS <<



>> **INTEGRATORS**



Waarom DECONNECTEREN?

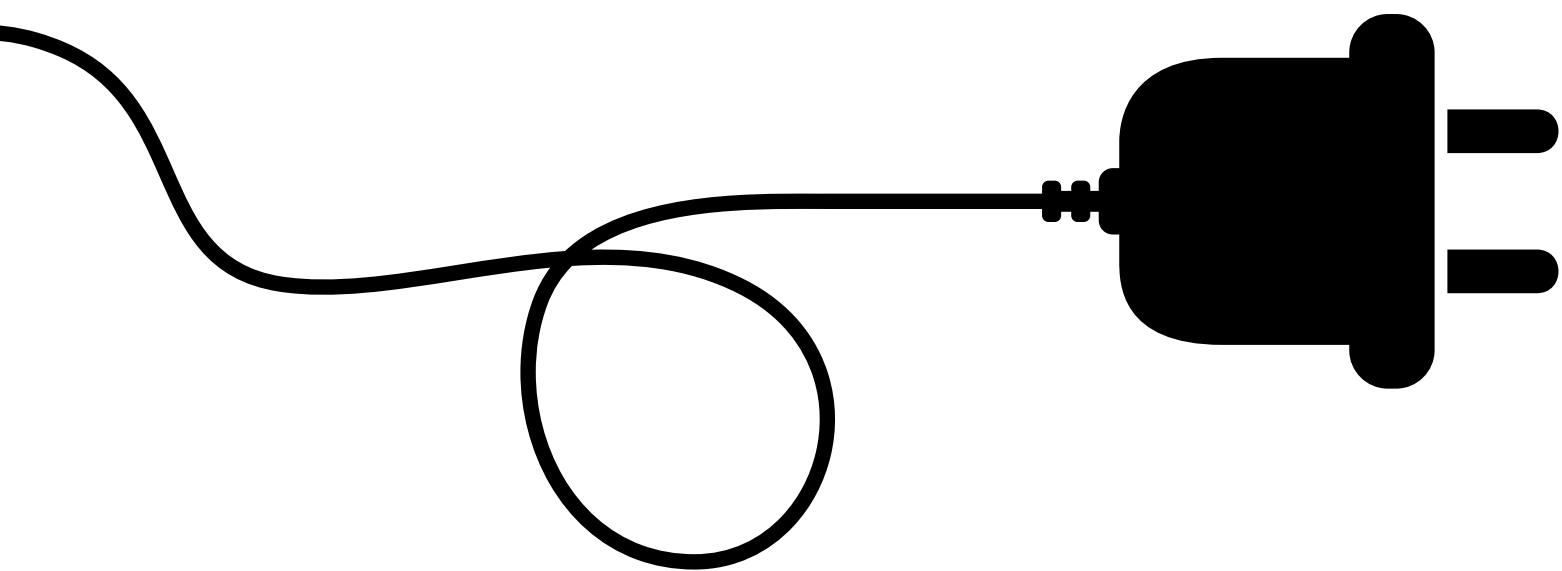
Over Forrest Gump

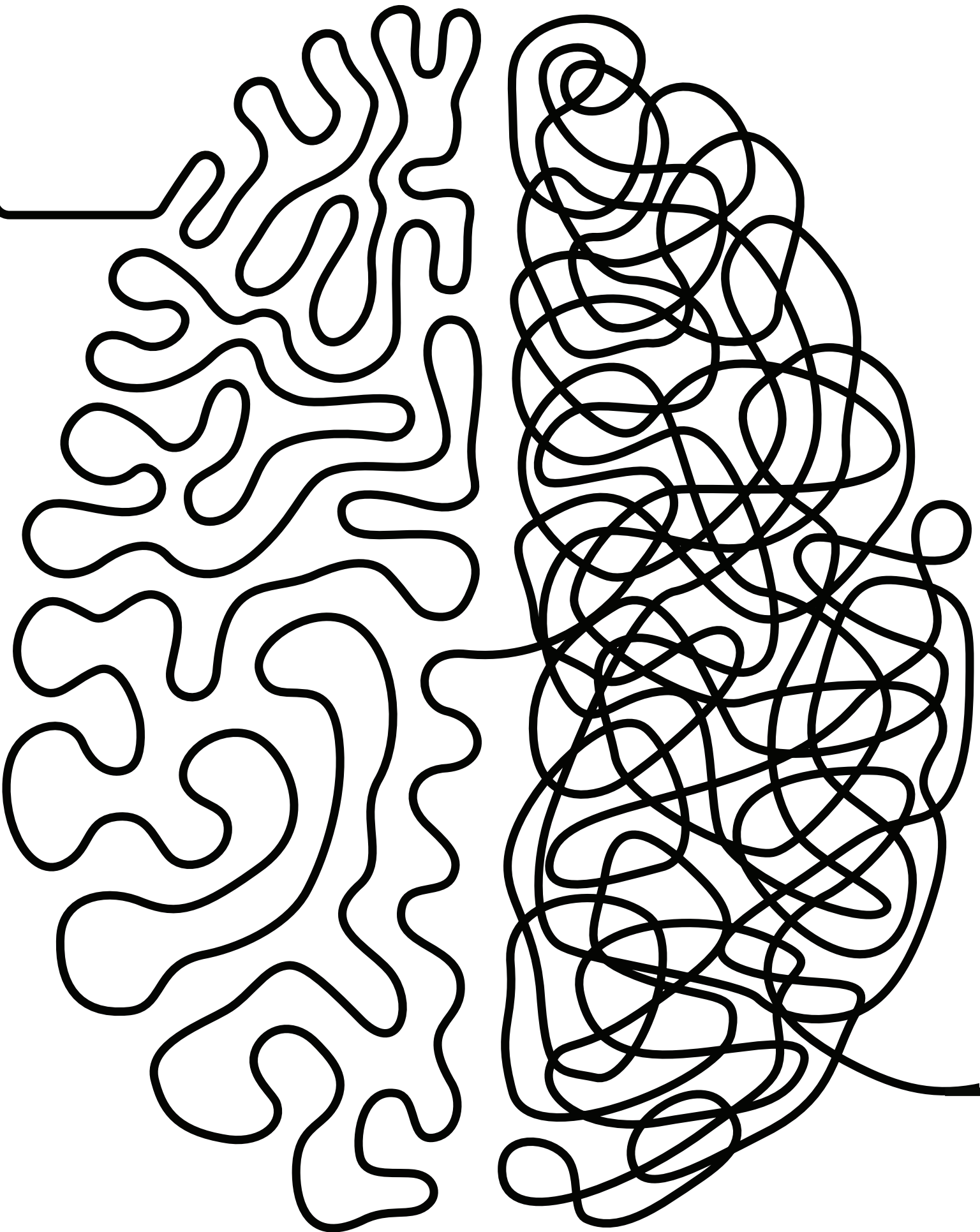
Hoe PAKKEN WE DAT AAN?

Over 'Den draad'

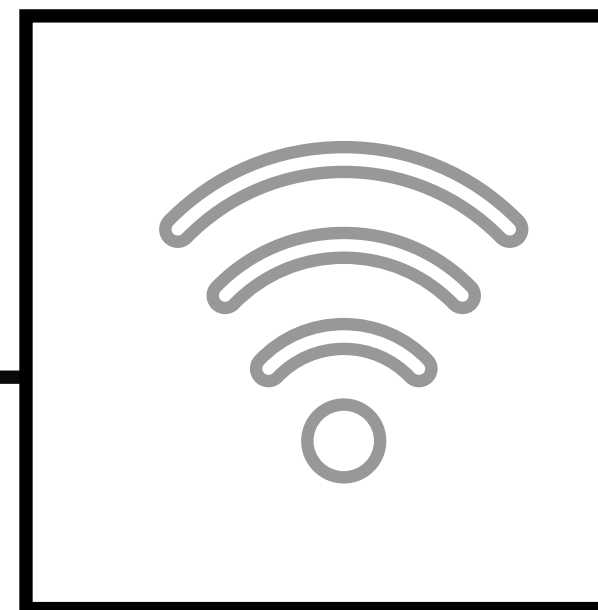
Wat DOEN WE CONCREET?

Over Detox, Zebra's & Schapen

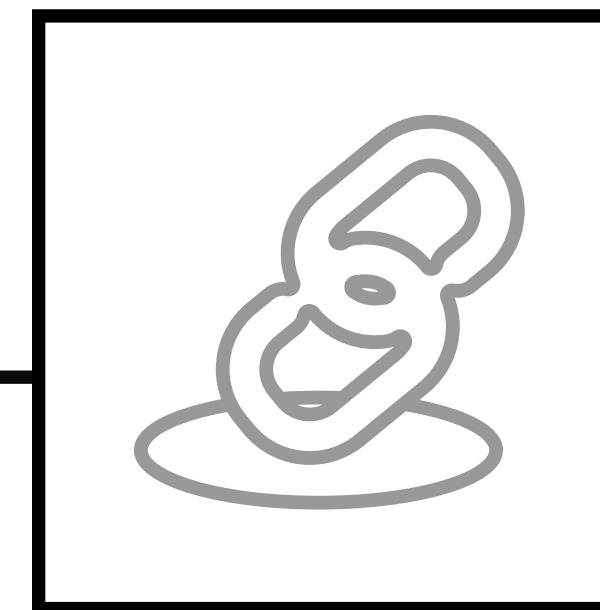




3 VORMEN VAN DECONNECTIE



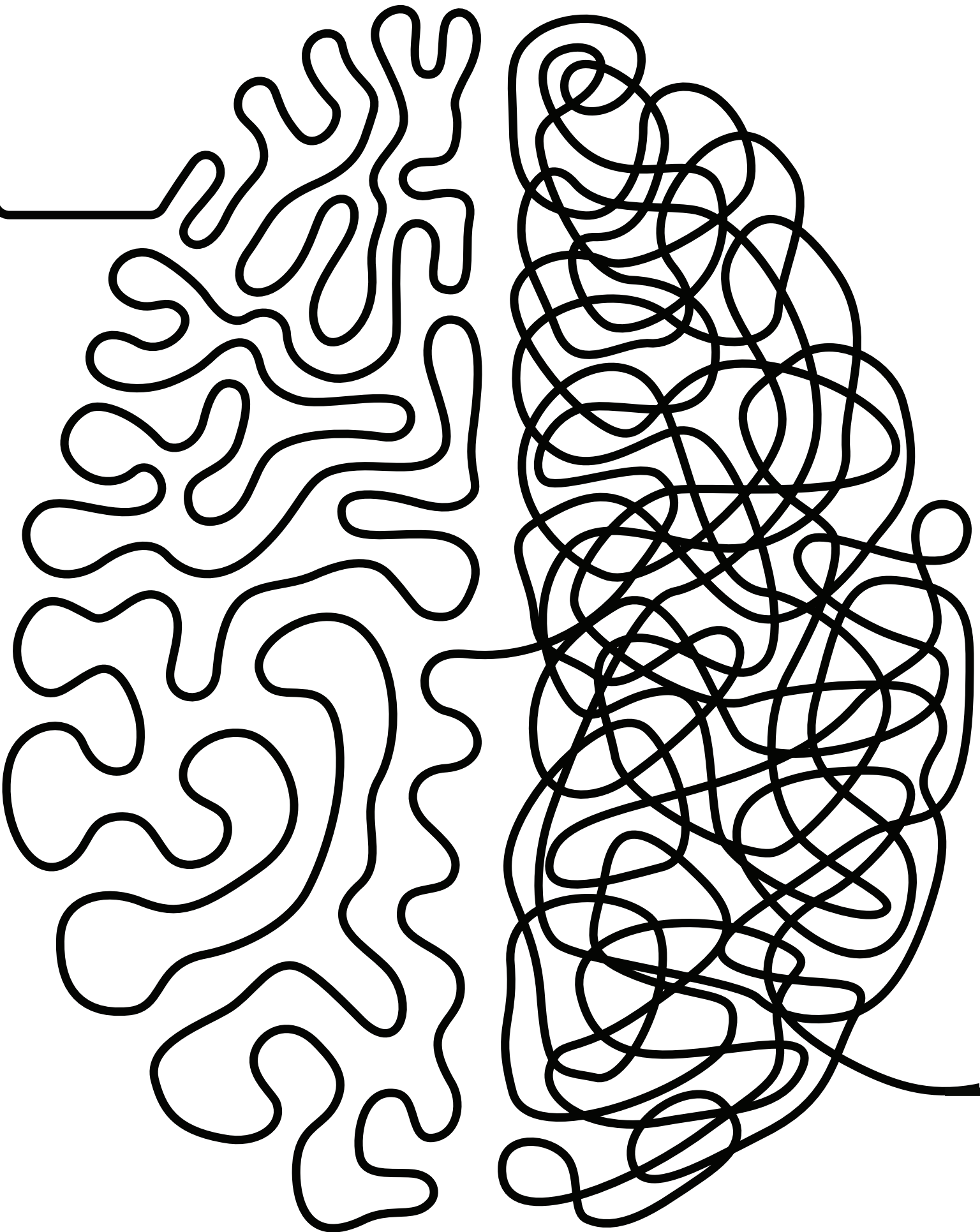
DIGITAAL



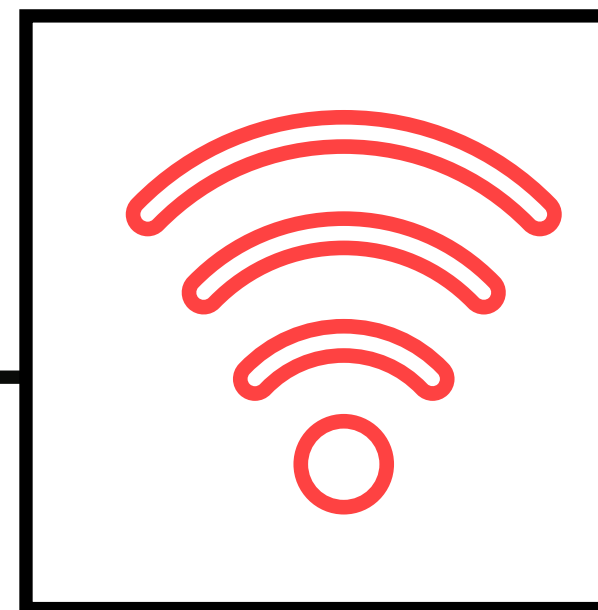
PSYCHOLOGISCH



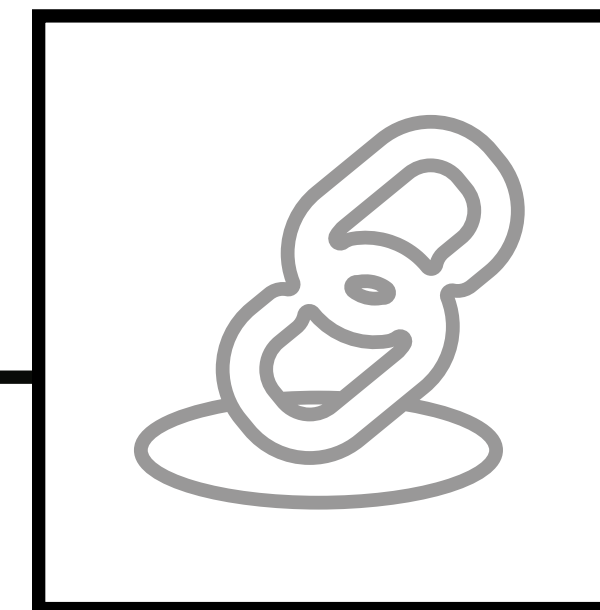
EMOTIONEEL



3 VORMEN VAN DECONNECTIE



DIGITAAL



PSYCHOLOGISCH



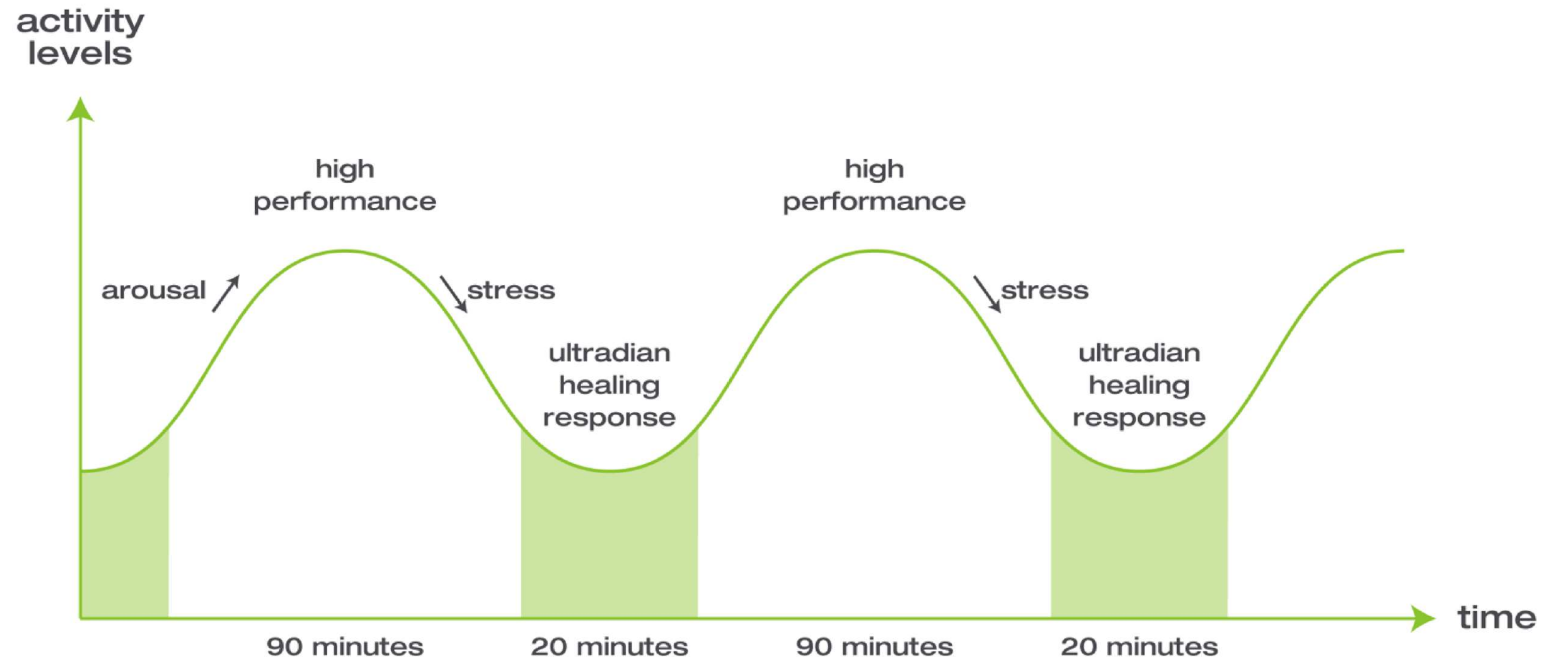
EMOTIONEEL

TECHNO *overload*



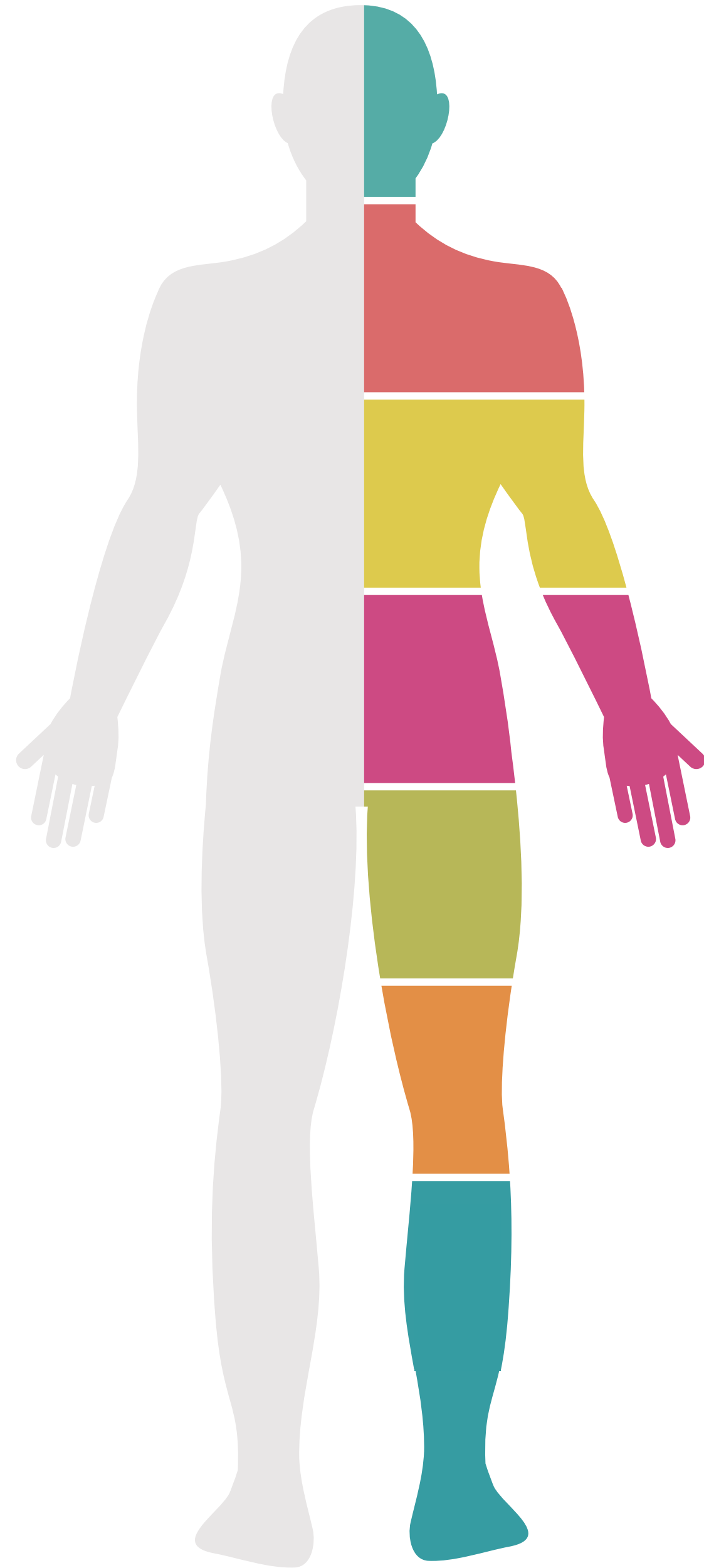


PREFRONTALE CORTEX





↖ *Ja... duhuh*



● MENTAL

● SOCIAL

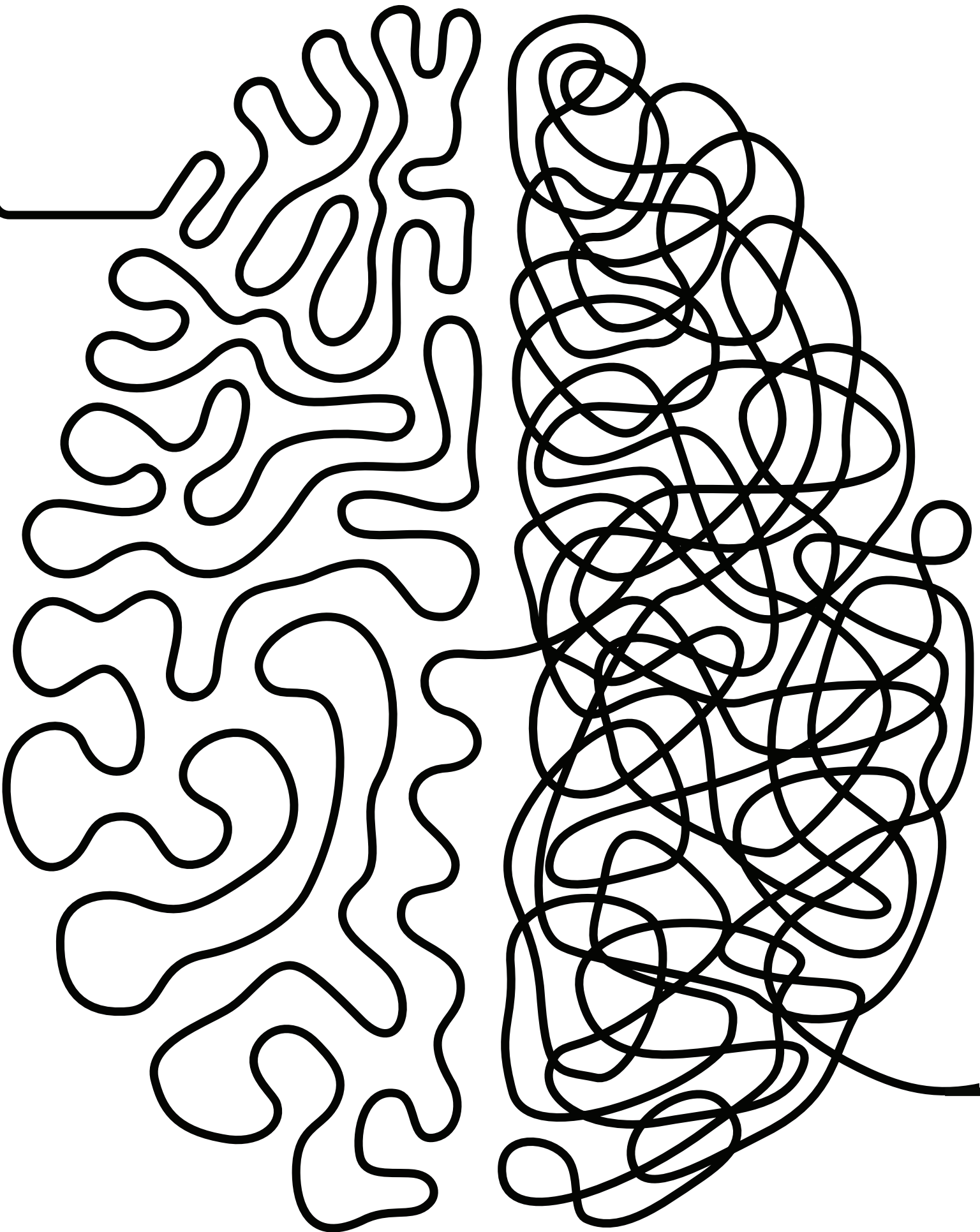
● SENSORIC

● CONTROL

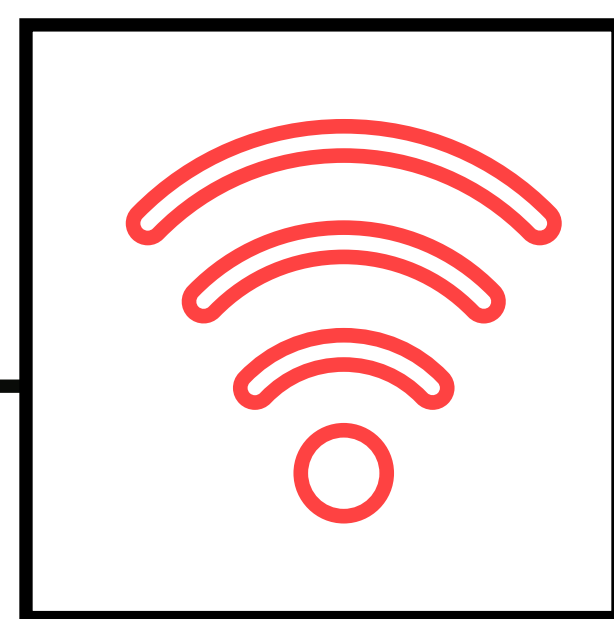
● CREATIVE

● SPIRITUAL

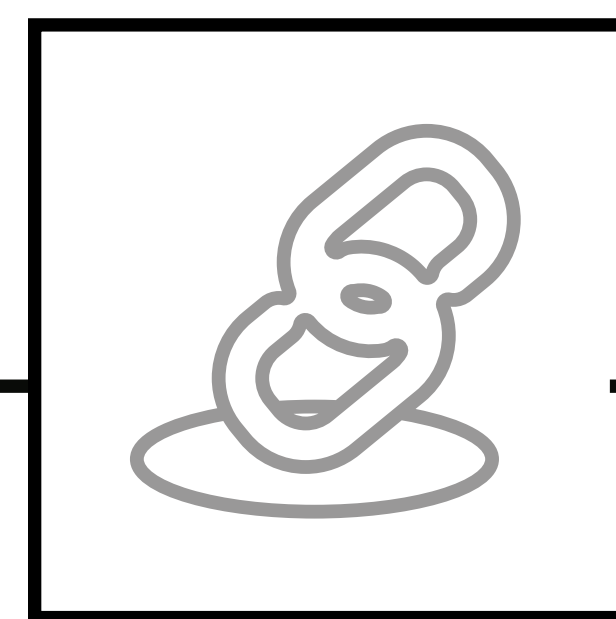
● PHYSICAL



3 VORMEN VAN DECONNECTIE



DIGITAAL



PSYCHOLOGISCH



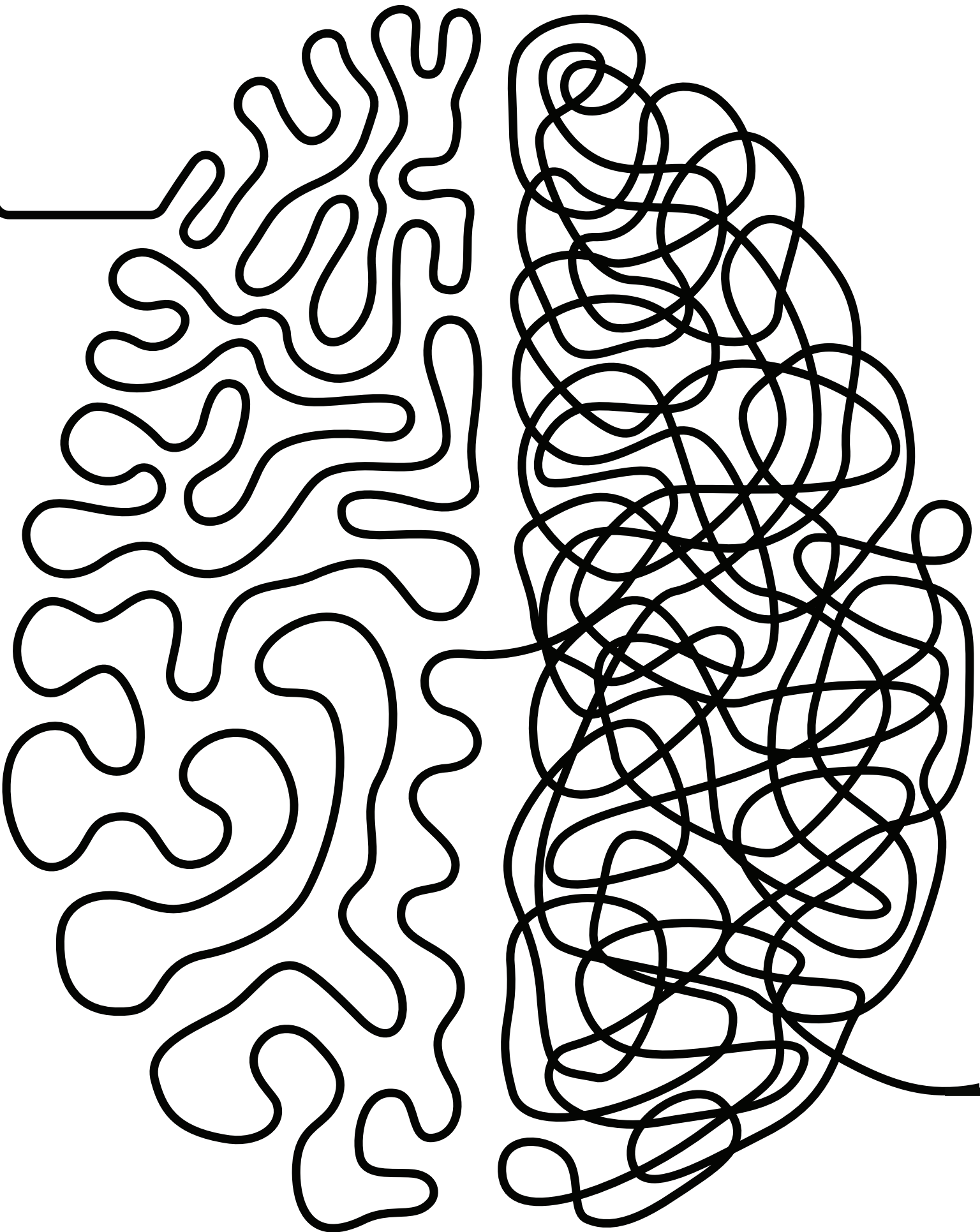
EMOTIONEEL

ZEBRA
versus
HUMAN

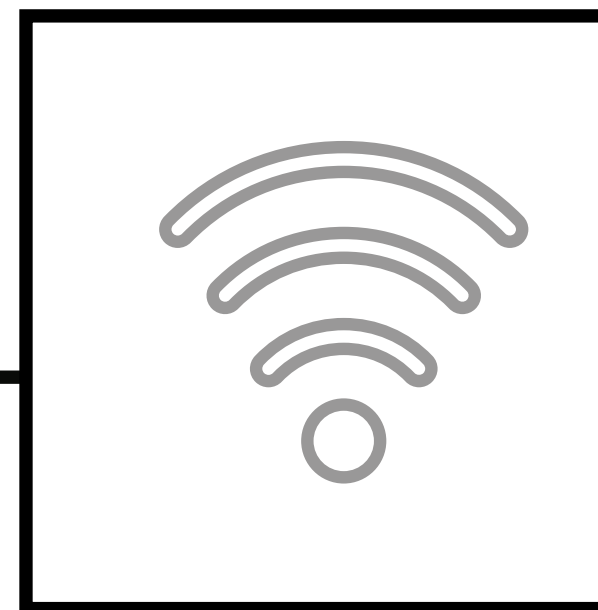


HET
voorspellende
BREIN

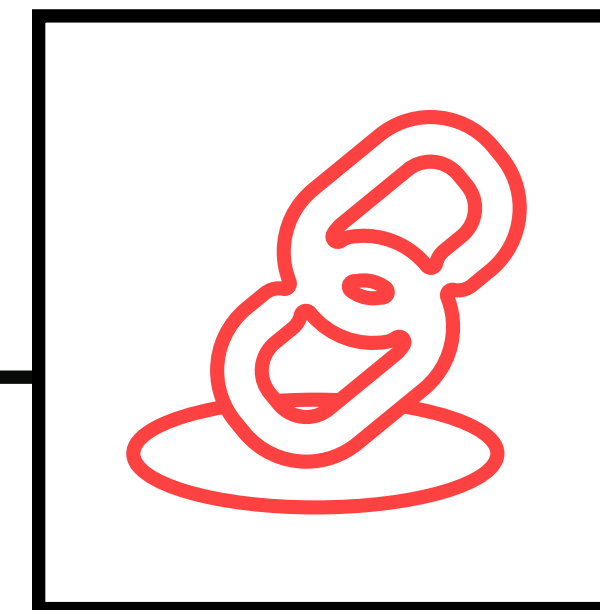




3 VORMEN VAN DECONNECTIE



DIGITAAL



PSYCHOLOGISCH



EMOTIONEEL

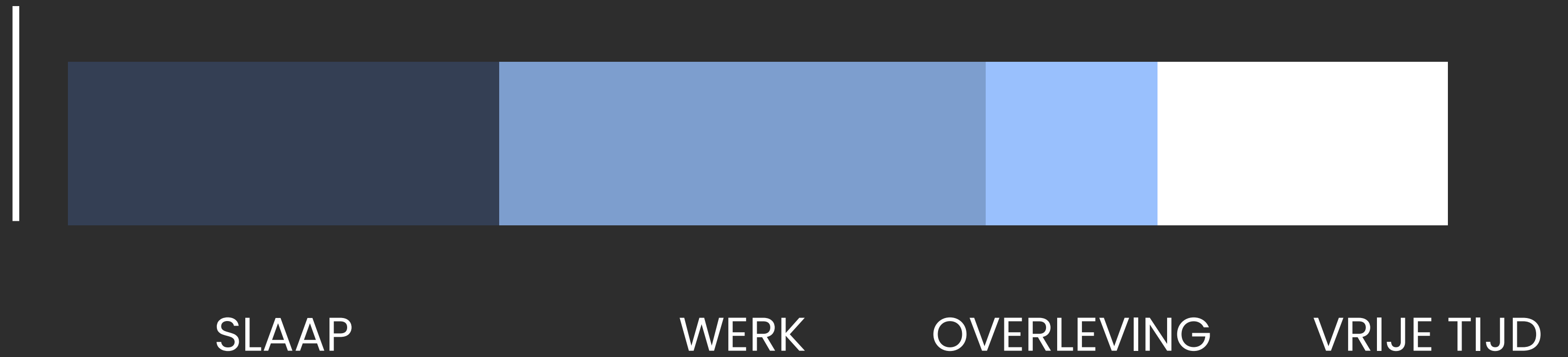
HOW'S
WORK?



64%

VAN DE BELGEN HEEFT MOEITE MET
DECONNECTEREN NA HET WERK

HERSTEL



HERSTEL

1.

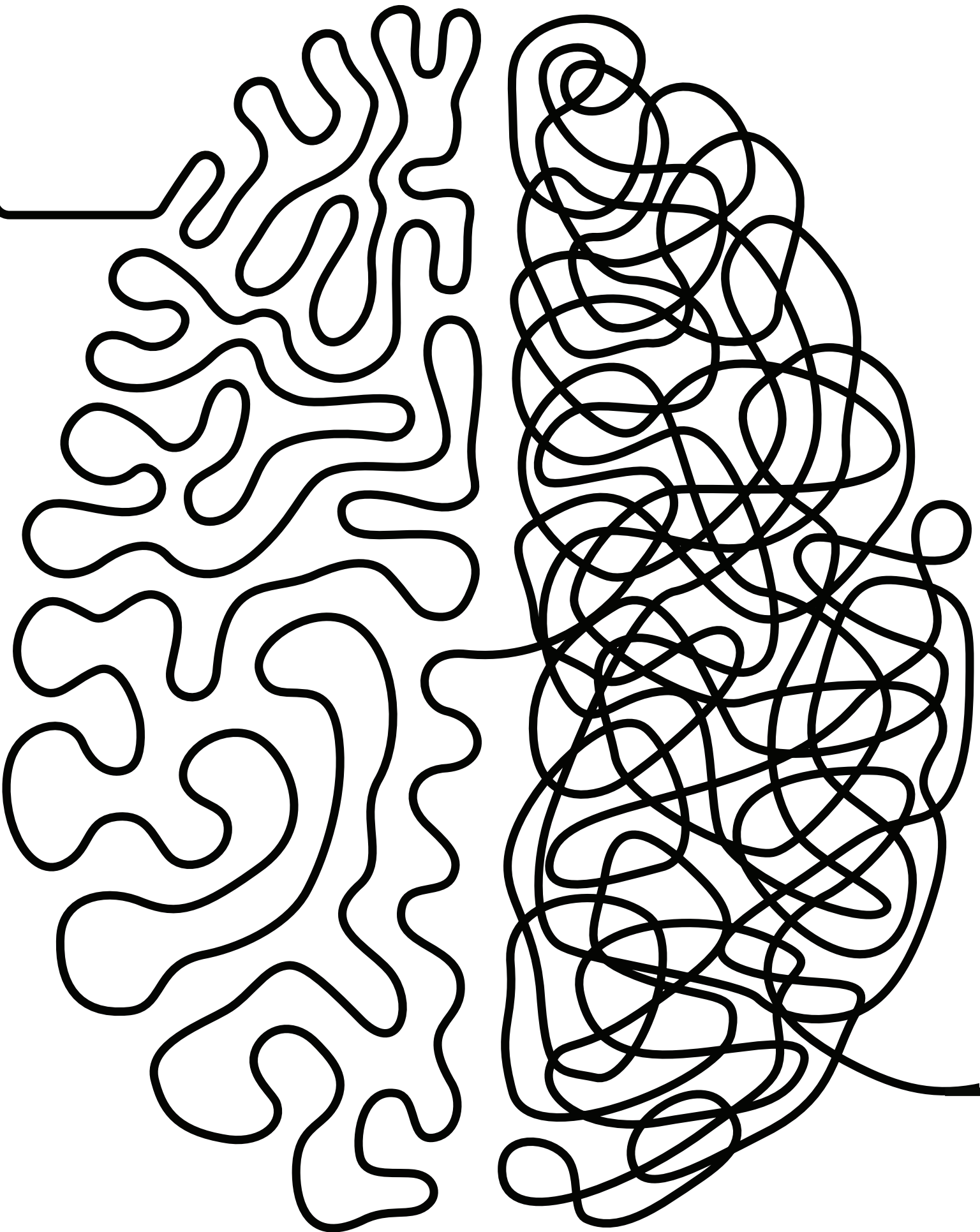
RUST

2.

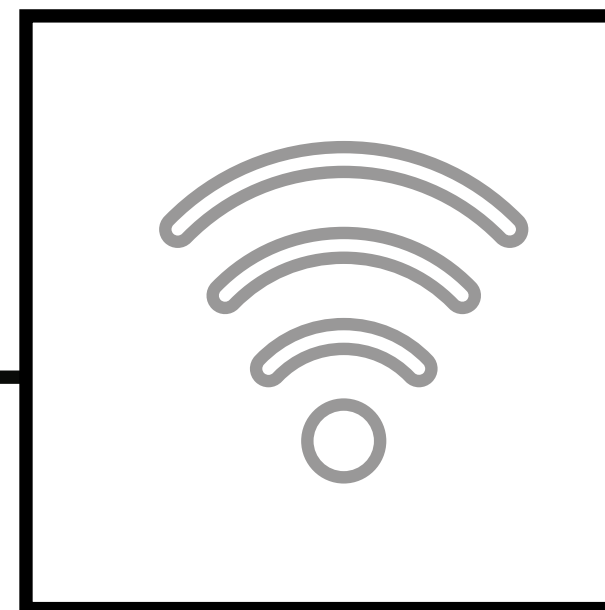
ENGAGEMENT

DE *brug*

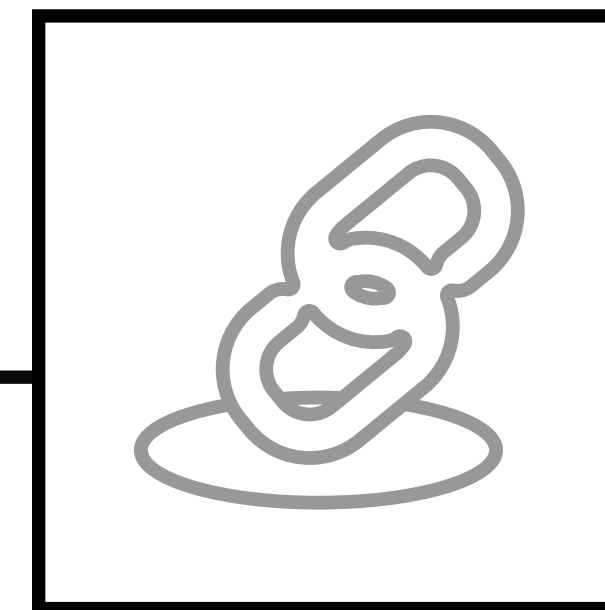




3 VORMEN VAN DECONNECTIE



DIGITAAL



PSYCHOLOGISCH



EMOTIONEEL

HOW'S
WORK?

HERKAUWEN



GIST EFFECT

!! ? ... !?

??

!

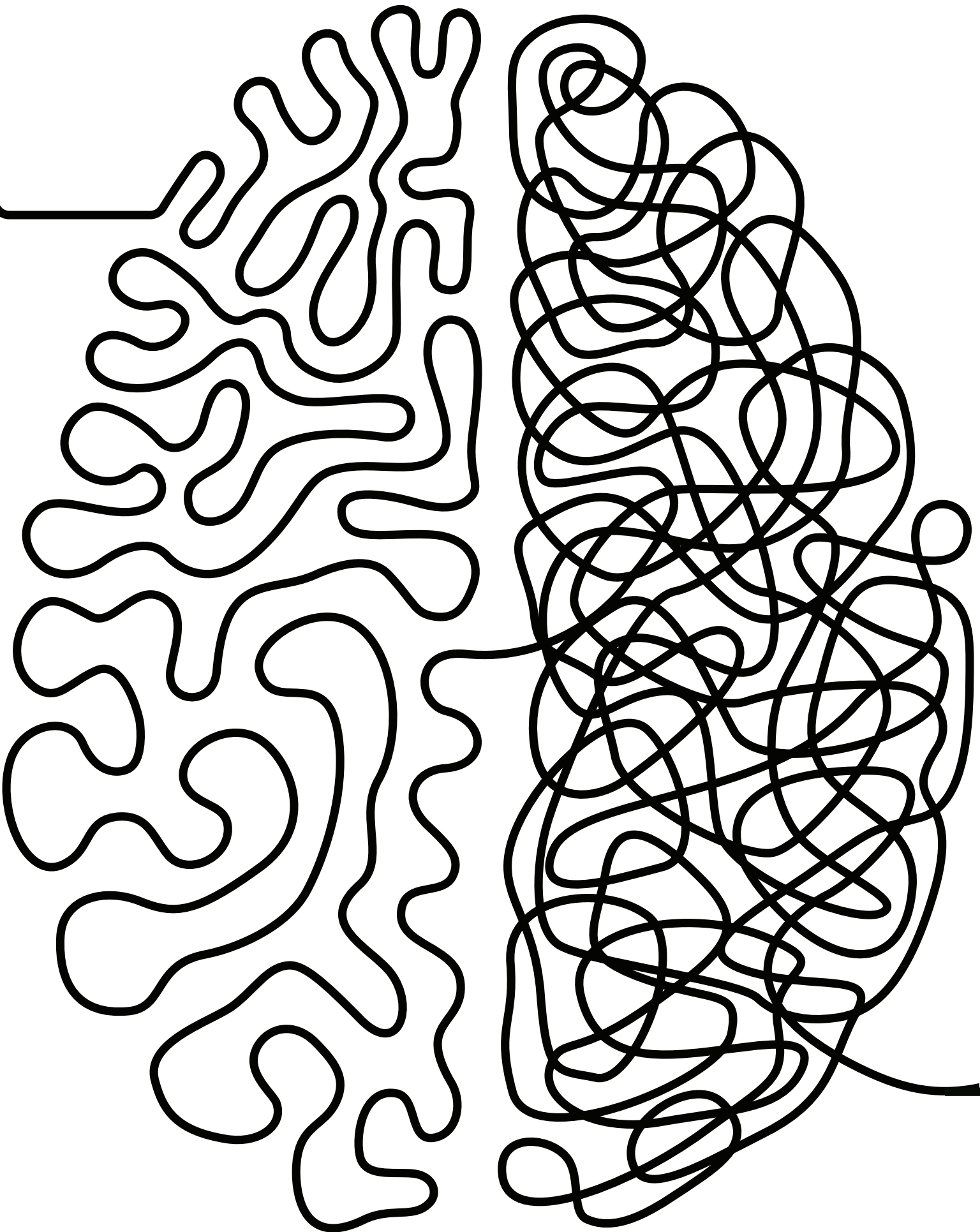
HERKAUWEN

STAP 1 BEN IK AAN HET HERKAUWEN?

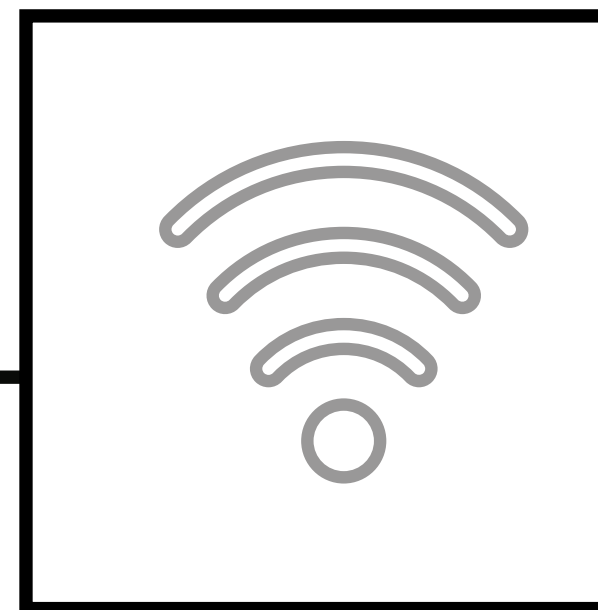
STAP 2 WIL IK ER NU AANDACHT AAN GEVEN?

STAP 3 WIL IK HET BESPREKEN?

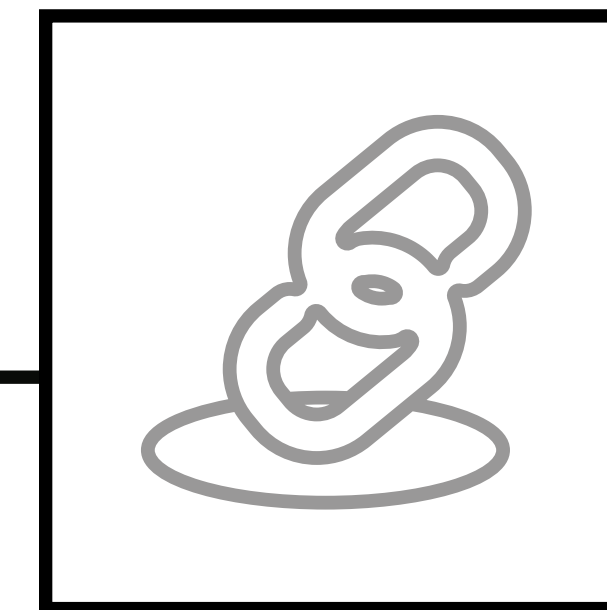
SPIRAAL DOORBREKEN



3 VORMEN VAN DECONNECTIE



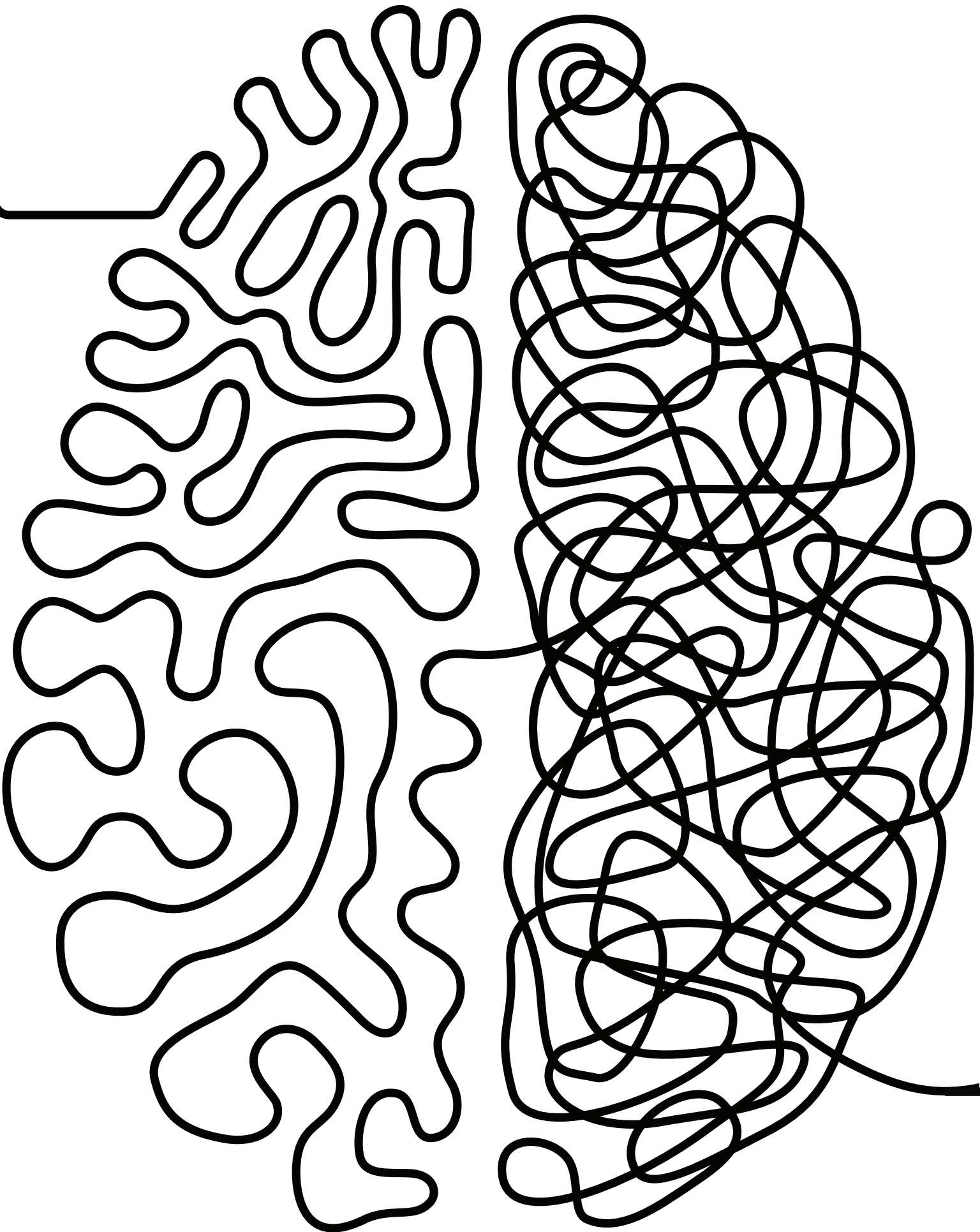
DIGITAL



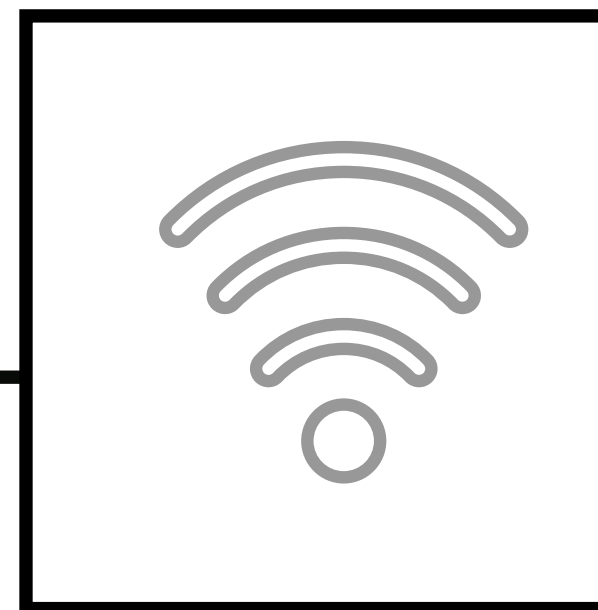
PSYCHOLOGICAL



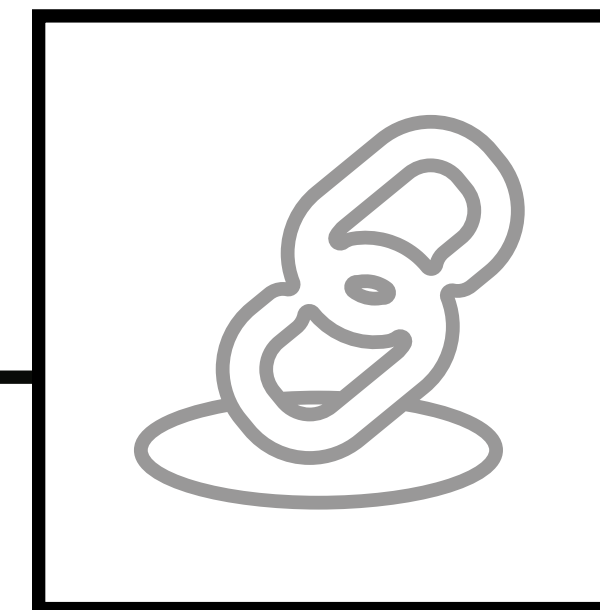
EMOTIONAL



3 VORMEN VAN DECONNECTIE



DIGITAAL



PSYCHOLOGISCH



EMOTIONEEL

HOW'S
WORK?

THANK
YOU!



HELLO

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Linkedin: [linkedin.com/company/howswork](https://www.linkedin.com/company/howswork)

