

EXECUTIVE FORUM
2007/2008 Leadership Series®

Advance Intelligence Today

Leadership Tools for Tomorrow



Startling, provocative, and endlessly engaging, *Everything Bad Is Good for You* is a hopeful and spirited account of contemporary culture. Elegantly and convincingly, Johnson will demonstrate that our culture is not declining but changing in exciting and stimulating ways we'd do well to understand. You will never regard the glow of the video game or television screen the same way again.

Johnson's presentation will challenge you to:

- consider the multi dimensional thinking skills of the new workforce
- contrast this perspective with your organization's culture
- leverage these skills for accelerated thinking
- re-evaluate your perspective on TV and video gaming

Steven Johnson

March 19, 2008 | 8:30a.m.–11:30a.m.

Everything Bad Is Good for You: How Today's Pop Culture Is Actually Making Us Smarter

Steven Johnson is the author of the book *Everything Bad Is Good for You: How Today's Popular Culture Is Actually Making Us Smarter*. In this book, his fourth, he argues that rather than turning our brains to mush, entertainment options like video games are now so complex that our brains rise to the challenge. He concludes that this generation's entertainment is actually more of a cognitive workout - more complex, more challenging to follow, and more interactive than that of the previous generation.

As a result, Johnson argues, all those video game-playing, TV watching kids are on the whole smarter than kids were 30 years ago. If true, this perspective has major implications for what you can expect of your young hires, and what you need to provide them.

Johnson writes the Emerging Technology column for *Discover* magazine and writes for *Wired*, *Slate* and *The New York Times Magazine*. He is a Distinguished Writer in Residence at New York University, and he co-founded the early webzine *Feed Magazine* in 1995. With expertise in neuroscience and years of exploring scientific and technology discoveries and trends for his writing career, Johnson will keep you riveted, whether or not you agree with his unconventional conclusions.

Program Location

Donald R. Seawell Grand Ballroom
at The Denver Center for the Performing Arts
14th & Arapahoe, Denver, CO 80204



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