

we are more connected, and we are generally qu  
we have fewer qualitative on

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**KRZYSZTOF  
SIUDA**

**Cognitive Psychologist**

A photograph of a man with a beard and short hair, wearing a dark suit jacket, white shirt, and patterned trousers. He is holding a black microphone and speaking. A name tag is visible on his suit jacket. The background shows a banner with the text "Szkoła Managera" and "BEZPIECZNOŚĆ W PRZEMYSŁE".

# WHO IS KRZYSZTOF SIUDA AND WHY SHOULD WE WORK TOGETHER?

## 15 YEARS AS A CONSULTANT AT MCKINSEY & COMPANY

Collaboration with over 100 companies across every continent, supporting clients and employees on the human dimension.

## SCIENTIFIC APPROACH

I lecture on cognitive psychology, teaching students about attention, thinking, and functioning in the age of digital technology and information overload.

## COGNITIVE PSYCHOLOGIST

I teach people about people and help them understand thinking. I research how family and educational patterns influence individual functioning in business.

## INTERNATIONAL PERSPECTIVE

Working across all continents showed me that people everywhere make the same cognitive errors because no one taught them how to handle it.



# WHAT DOES A COGNITIVE PSYCHOLOGIST DO?

## **I'm not a therapist – I'm a thinking expert.**

I help you understand how attention, perception, and decision-making work – especially under pressure, stress, and information overload.

**I identify cognitive errors  
that cost companies  
millions**

**I teach how to manage  
team energy,  
not just their time**

**I build team resilience  
to pressure  
and overload**

**I show why people  
resist change  
(and how to overcome it)**

This isn't "soft knowledge" – these are concrete tools with measurable effects:  
**fewer costly mistakes, lower turnover, more effective implementations.**

# HOW CAN WE WORK TOGETHER?

**WORKSHOP**

People management is a skill that can be learned. The problem? Most training teaches "what to do." I teach "how to think" – making it easier to distinguish real problems from those arising from overload, pressure, and cognitive errors.

**POWER SPEECH**

**Most popular topics:**

- **Why "don't worry" doesn't work:** Building psychological resilience
- **The only constant is change:** Managing organizational change
- **"Be careful" isn't a safety training:** Psychological aspects of workplace safety
- **Multitasking is a myth:** Personal effectiveness in times of overload

**CONSULTATION**

# HOW CAN WE WORK TOGETHER?

WORKSHOP

war in Ukraine, now still in Israel  
think about our lives and health

POWER  
SPEECH

CONSULTATION

You won't hear "one right answer" or motivational "anything is possible!" from me. Instead, I organize complex topics, give them language, and show different perspectives – so participants leave with greater understanding, not just fleeting inspiration (that they'll forget during the break).

## Sample topics from 2025:

- **Fear of the future in the AI era:** Uncertainty – the oldest of new problems
- **Crisis of masculinity or crisis of expectations?** The impact of changing roles
- **The paradox of satisfaction** Why we have everything and are still unhappy?
- **Why your team hates change** (and what to do about it?)
- **Is your brain still working?** On attention, memory, and productivity in the notification era

# HOW CAN WE WORK TOGETHER?

WORKSHOP

POWER  
SPEECH

CONSULTATION

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think about our lives and health

Sometimes you don't need training for the whole team. You need someone to help you organize a specific, complex problem – without corporate politics, without ineffective habits, without "but we've always done it this way." I don't give ready answers. I broaden perspective, show possible scenarios, and together we develop solutions that make sense in your context.

## **When to reach out:**

- You're facing a decision with no "good" solution (only "less bad" ones)
- Your team is falling apart, but everyone says "everything is OK"
- You're implementing change, people nod, but nothing happens
- The problem isn't where everyone is looking
- You manage people, but no one taught you how (and you have no one to admit it to)

**LET'S DEVELOP  
YOUR ORGANIZATION  
TOGETHER**

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