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krzysztofsiuda.com



KRZYSZTOF SIUDA

Cognitive Psychologist



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.

COGNITIVE PSYCHOLOGIST

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

SCIENTIFIC APPROACH

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

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

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).

POWER SPEECH

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

CONSULTATION

HOW CAN WE WORK TOGETHER?

WORKSHOP

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.

POWER SPEECH

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)

CONSULTATION

LET'S DEVELOP YOUR ORGANIZATION TOGETHER

KRZYSZTOFSIUDA.COM

KRZYSZTOF@KRZYSZTOFSIUDA.COM