



TJ Power

MEDIA PERSONALITY · MENTAL HEALTH ADVOCATE · SCIENTIST

Attention is degrading inside organisations and the usual wellbeing programmes are not stopping it. Smartphone reflex, screen saturation, and chronic dopamine spikes are quietly reshaping how people focus, recover, and connect with colleagues. Leaders see the symptoms in productivity, engagement, and mental health metrics; they need an explanation that holds up scientifically and a set of habits people will actually adopt.

TJ Power is a neuroscientist and Sunday Times bestselling author who helps organisations rebuild attention, motivation, and wellbeing through the DOSE framework, a practical model built on the four brain chemicals that govern mood and focus.

TJ Power 's 2026 Biography

Why organisations work with TJ Power

- He gives wellbeing programmes a scientific spine. The DOSE framework names the specific neurochemistry behind motivation, connection, mood, and recovery, so HR and L&D leaders can move beyond generic mindfulness content.
- He addresses the dopamine and screen problem head-on, which is the single biggest unmanaged variable in workplace attention right now and the area most wellbeing speakers skirt.
- His material has been pressure-tested at scale: 650-plus live sessions across organisations including Amazon, Salesforce, Accenture, Coca-Cola, TikTok, the NHS, and academic institutions including Oxford, Harrow, and Le Rosey.
- The credibility is real and verifiable: Sunday Times bestseller, Waterstones Non-Fiction Book of the Month, peer-reviewed publication in the Journal of Cognition, lecturing record at the University of Exeter.
- Sessions are designed as gamified, interactive formats rather than lectures, so the habits stick beyond the room.

Biography highlights

- Founder of the DOSE Lab and co-founder of Neurify, a neuroscience education organisation launched in 2022.
- Author of *The DOSE Effect*, Sunday Times bestseller and Waterstones Best Non-Fiction Book of the Month.
- Former lecturer at the University of Exeter, where he developed a third-year module on the neuroscience of mindfulness.
- Published research in the Journal of Cognition.
- Delivered 650-plus live neuroscience sessions to clients including

AVAILABLE FOR

- Speaking
- TV and Media

TJ'S SPEAKING THEMES

- Behavioural Economics
- Employee Wellbeing
- Future of Work
- Mental Health in the Workplace
- Peak Performance
- Resilience & Stress Management

LANGUAGES: English

Amazon, Salesforce, Accenture, Coca-Cola, TikTok, the NHS, Oxford University, Harrow School, and Le Rosey.

- Featured on ITV's *This Morning* discussing digital habits and dopamine overload.

Biography

Modern work is colliding with a brain that was not built for it. Constant notifications, infinite scroll, and the dopamine economics of phones are eroding attention, recovery, and mood faster than most wellbeing programmes can respond. Power's work starts here, with the neurochemistry that explains why so many people feel wired, distracted, and flat at the same time.

His DOSE framework is built around four chemicals that govern how people feel and perform: dopamine, oxytocin, serotonin, and endorphins. Each maps to a specific organisational outcome. Dopamine sits behind motivation and focus; oxytocin behind trust and team connection; serotonin behind mood and confidence; endorphins behind resilience under load. Power names the daily behaviours that raise or drain each one, which gives leaders something concrete to act on.

The credentials are substantive. He completed his degrees in psychology and neuroscience at the University of Exeter, lectured there on the neuroscience of mindfulness, and published in the *Journal of Cognition*. He went on to found the DOSE Lab and co-found Neurify, and his book *The DOSE Effect* became a Sunday Times bestseller and Waterstones Non-Fiction Book of the Month. The applied work is broad: 650-plus sessions delivered into Amazon, Salesforce, Accenture, Coca-Cola, TikTok, the NHS, Oxford, Harrow, and Le Rosey.

What makes him useful in a corporate room is the translation layer. The science is real, but the takeaway is a short list of behaviours a finance team or a sales floor can actually run on Monday morning.

Key speaking topics

- Neuroscience of attention and focus
- Dopamine overload and screen behaviour
- The DOSE framework for performance and wellbeing
- Mental health in the digital age
- Habit change and behavioural neuroscience
- Burnout, recovery, and resilience
- Workplace wellbeing strategy

Ideal for

- CHROs, heads of L&D, and wellbeing leads designing the next phase of mental health programmes
- Leadership and high-performance teams looking for a scientifically grounded answer to attention loss and digital fatigue
- Sales, technology, and customer organisations where focus, motivation, and team connection are direct commercial inputs
- Education and healthcare organisations briefing staff on screen behaviour and youth mental health

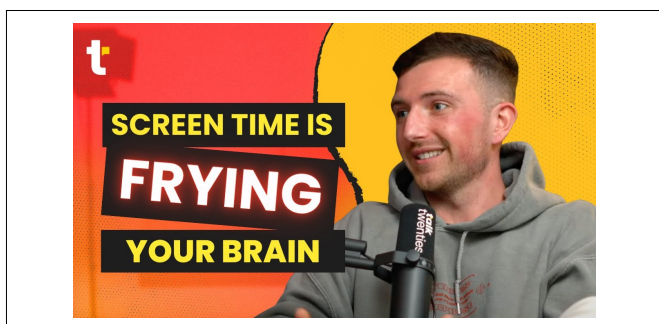
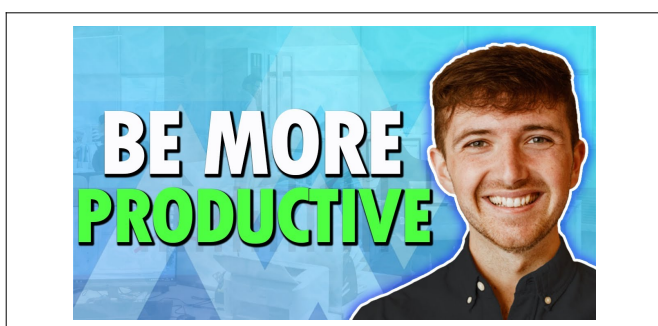
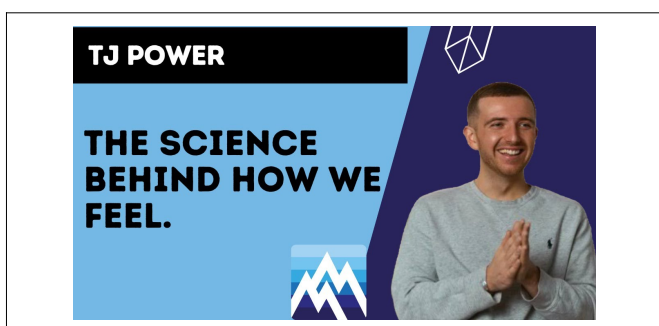
Audience outcomes

- A working mental model of the four brain chemicals that drive

motivation, connection, mood, and resilience at work

- Specific daily habits, mapped to each chemical, that people can apply immediately
- A clear understanding of how phones, notifications, and digital habits are degrading attention and what to change
- Language and evidence that lets HR and leadership talk about wellbeing without resorting to soft framing
- A more honest read on the mental health pressures inside the organisation and the levers that actually move them

TJ Power 's Videos



TJ Power 's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	Under €12000	Under £10,000	Under \$15000
Asia Pacific	Please enquire	Please enquire	Please enquire
Europe	Please enquire	Please enquire	Please enquire

Middle East & Africa	Please enquire	Please enquire	Please enquire
South America	Please enquire	Please enquire	Please enquire
United Kingdom	Under €12000	Under £10,000	Under \$15000
US East Coast	Please enquire	Please enquire	Please enquire
US West Coast	Please enquire	Please enquire	Please enquire
Virtual	Under €12000	Under £10,000	Under \$15000