



Purpose of this Mentorship

- Humans are visual creatures
- Cultivation of Imagination
 - “True sign of intelligence is not knowledge, but **imagination** .”
Albert Einstein
- Concepts vs. Techniques and Tools ?
- What we **do** defines us.



The Brain

- The Brain is a tool we use all the time
- If you have a better understanding of this tool, you would best use it
- We will cover how the Brain works from a conceptual standpoint
 - Brain Physiology
 - Thinking and Emotional behavior
 - Brain Maintenance

Basic Brain Functions

Frontal Lobe

- The ability to concentrate and attend, elaboration of thought learning and behavior including: intellect, abstract reasoning, problem solving, judgement, sequencing, planning, concentration.
- Controls emotional response, expressive language, word associations, and memory for habits and motor activities.

Parietal Lobe

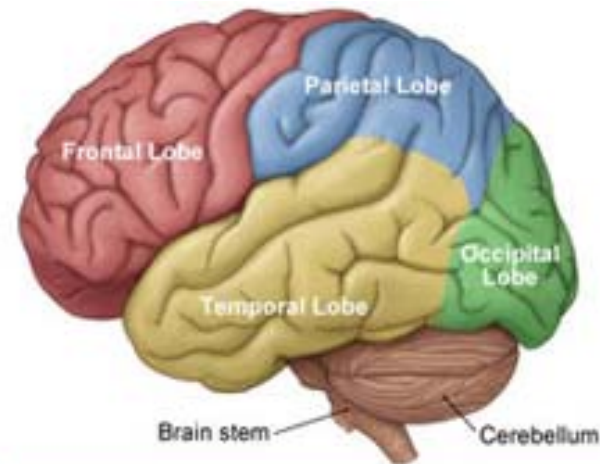
- Location for visual attention, touch perception, goal directed voluntary movements, manipulation of objects.
- Integration of different senses that allows for understanding a single concept.

Temporal Lobe

- Hearing ability, memory acquisition, some visual perceptions, visual memory.
- Categorization of objects, intellect.
- Sense of identity, behavior and emotions including fear.
- Long term memory.

Occipital Lobe

- **Primary visual reception area**



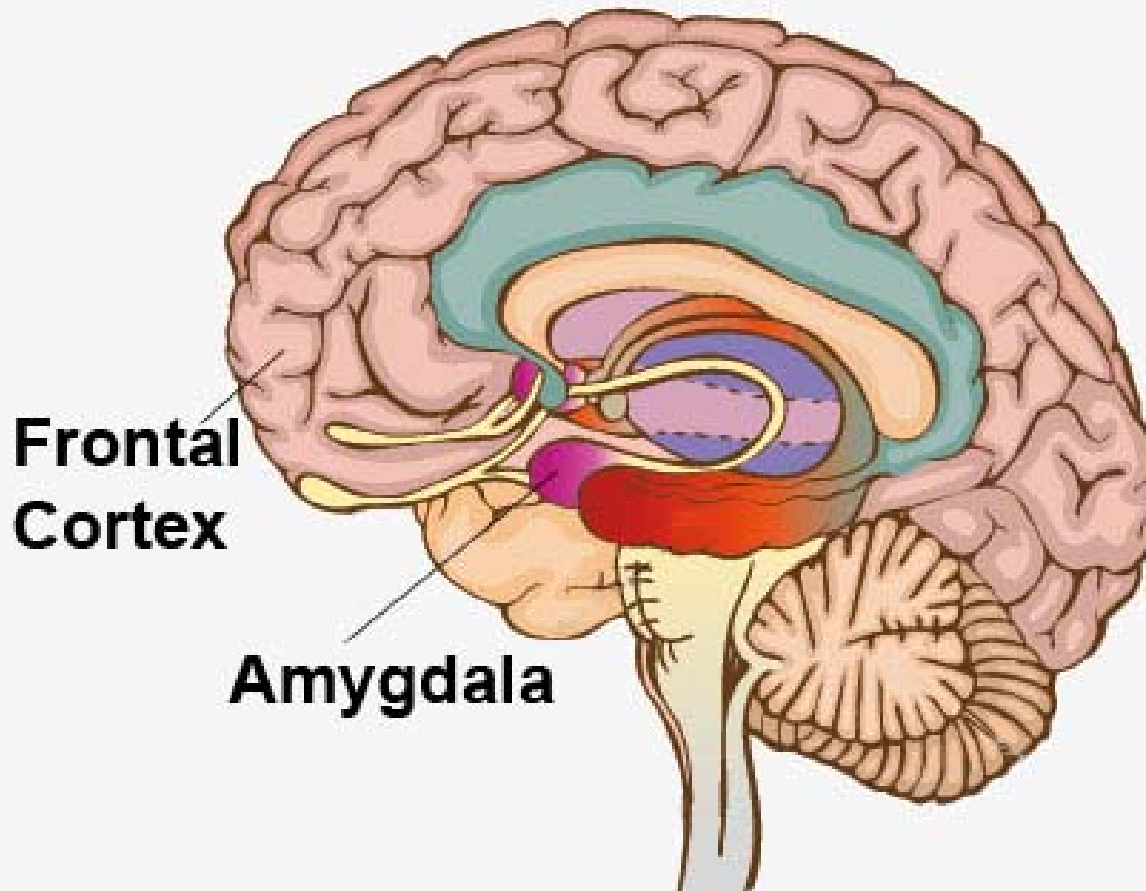
Brain Stem

- Breathing, heart rate, swallowing, reflexes to seeing and hearing, startle response, controls sweating, blood pressure, digestion, temperature.
- Affects level of alertness, ability to sleep and sense of balance.

Cerebellum

- Regulation and coordination of movement, posture, and balance.
- Some memory for reflex motor acts.

Brain Physiology



**Frontal
Cortex**

Amygdala



How the Brain Works

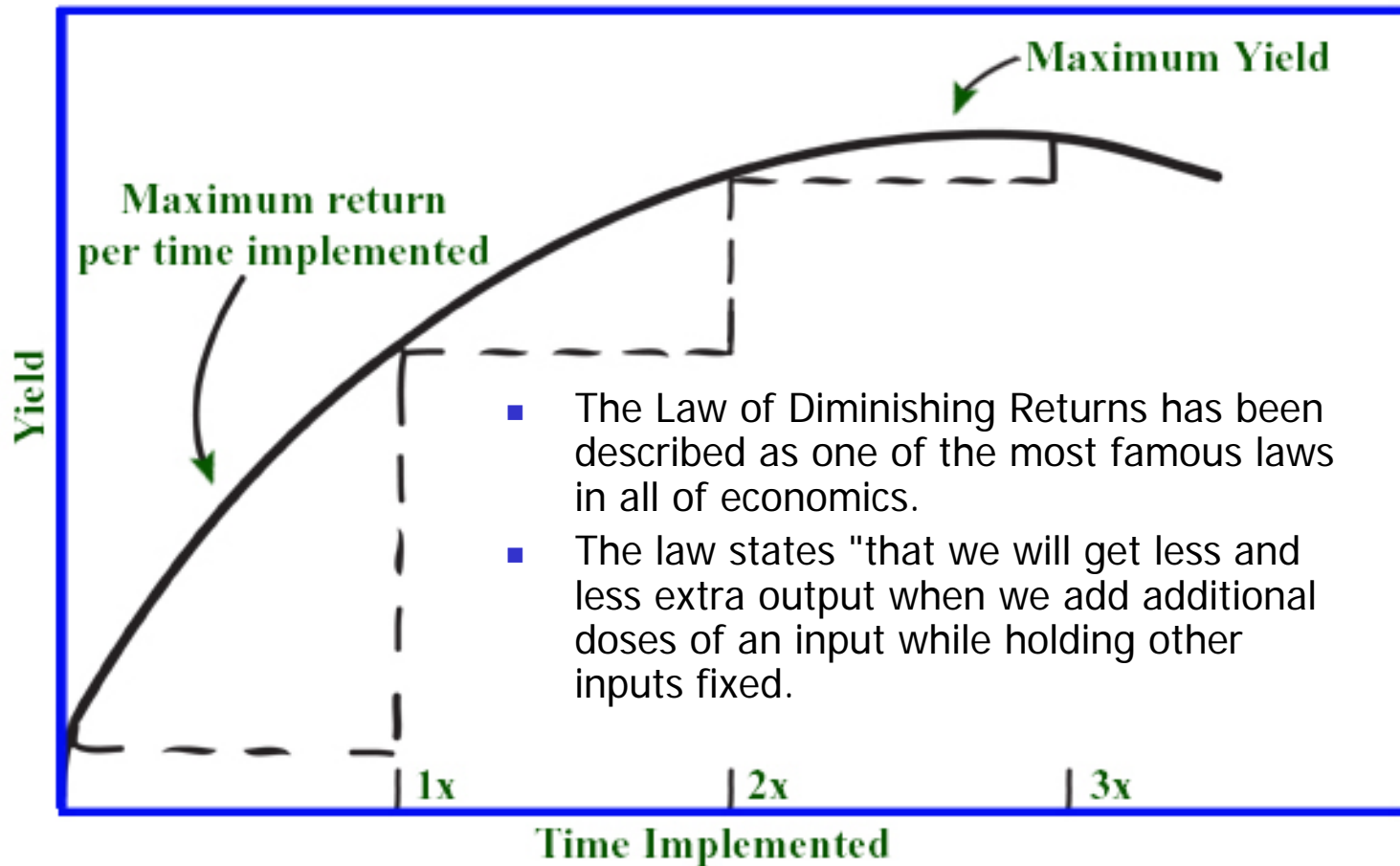
- The brain perceives events
- **Inhibition** is represented by the **Frontal Cortex** the thinking/rational/social conscious part of the brain. The **Excitation** part is the primal/reaction based, the **amygdale**.
- Any stimulation is sent to both the Frontal Cortex and the amygdala at the same time. Frontal Cortex is reasoning and it is slow. The amygdala is reaction oriented and is fast. They both have a chance to do at that opportunity.
- Good normal people have **I/E** being high.



How the Brain Works

- Frontal Cortex works on and runs on ultradian rhythm (recurrent periods or cycles repeated throughout the day).
 - 90 minutes is about the limit for focus. Supply of energy depletes – this is normal.
 - Cortisol is highest in the morning. 8-10 in the morning. Cortisol energizes the body and gets things going. Around 4 in the afternoon, it is at its lowest. Then it starts going up later in the evening.

Law of Diminishing Returns





How the Brain Works

- Brain cannot multi-task.
 - It can do two things at once if oscillated back and forth like switching focus between the two.
 - The third item will topple it all or result in a reaction.
- Your brain works best when you are relaxed. Thoughts, ideas and resolution just click at that moment. I/E being high.
- The Brain nerve energy are measureable.
- Zeigarnek effect – the brain needs resolution. If you start something or even a idea, it needs resolution.
 - Even a bad environment is more comforting than
Uncertain environment.



How the Brain Works

- Heart also has chemical “Neurons” similar to the brain.
 - The tenth Cranial nerve through the Vagus from the Brain goes to “innervates” the heart.
 - It is a 2-way street. There is a physiological bases to “Heart” telling you what to do.
 - The Brain and the heart are always talking.
- The part of the brain you use the most, is the part that’s going to grow. And be the dominant presence.
 - Being in the “Zone” is based on experiences. You are calm is a very stimulated environment. This is due to experience and you have been through it before.
 - Brain learns through association. The more you do something the stronger the neuro-circuit gets.
 - You can change your brain but it takes discipline.
 - Do something persistently for about 8 weeks. It makes a habit that is difficult to undo.



How the Brain Works

- Psychological Time – the brain living in the past and future.
- Things in the world are what they are. But we want them to be per our expectation, what we believe it should be (Ego). One major source of Fear is not being able to deal with things the way they are.
 - This causes us to have a negative feeling due to the fear.
 - Then we project this negative feeling on the person or thing or situation that is causing us the fear.
- We are conditioned to be happy based on external events. Need consistent confirmation of our work and path forward.



Thinking / Emotional behavior

- Child development and brain function:
 - 0 - about 6 months they are part of mom.
 - 2-3 the ego comes in. The toddler wants things "that's mine"
 - 3-10 We make your prejudgments, likes or hates, values. All this is based on your home environment.
 - 12 years old start to reflect on things. Make judgment. Make decision of right and wrong. Person starts defining himself. Learn, cope and survival skills.



Thinking / Emotional behavior

- Brain is very easy to condition: it is bias towards survival, bias to negative – remembers the bad events. Remembers not to do something.
- This is the survival bias to the type of things we like for example sweets or thing we hate such as bitter things. Good smelling food or hate rotting smell.



Thinking / Emotional behavior

- Fear causes Fight (anger) or Flight (run away or disassociation)
 - This is from a survival perspective.
- It take five good events to undo a negative event. Brain can also simulate negative events and even imagine future that can be down played.
- Anger happens and after 90 seconds the body chemistry stabilizes. Then the cognitive (thinking) events start and the emotional playing of the events start based on past relationship. These resentments and hurt feeling can last for days, or months. People stay up nights on it.
 - If we do not give in to anger for the first 90 seconds. Then is goes away.
 - Drugs and alcohol makes things worse.
- Rejection - - results in anger / rage -- resentment – with resentment you blame others – think you can do destructive things because its other's fault. This sets us up to fail.



Thinking / Emotional behavior

- If the situation is resulting in the brain working **Inhibition** (top) - **Excitation** (down), we are ok.
 - If the situation is resulting in the brain working bottom-up, we are in trouble.
- Getting Angry is easy and dominant emotion, and has quick short term resulting enforcement.
 - Angry people never blame themselves.
 - Put others down and they are always right.
- Scream or hitting a punching bag therapy does not work. This does not truly vent the person just lets them act out some of their aggression or anger.
- Control angry people, by talking to them in a low monotone voice. Let them vent, talking it out.



Thinking / Emotional behavior

- “Even a Brain Doctor and researcher cannot tell you how the brain has or creates consciousness.”
- No one can make you angry but you.
- True happiness is based on who you are. Not the items you acquire or want to acquire.

- Personality – is made of two traits :
 - Character traits – these are learned. Family, experience and education – value system, modesty, spirituality, culture etc
 - Temperament traits – this is genetic. You are born this way.



How to maintain the Brain

- Top down, the reasoning approach is able to deal with the problem rather than reacting.
- The part of the brain you use the most, is the part that's going to grow. And be the dominant presence.
- The history of alcohol and/or drug abuse is a common finding in incidences of both domestic and workplace aggression.
- There is more anxiety now due to the ambiguity of our modern society. Cave man had simple issues to deal with, hunt/eat make fire. Now we have too many thing to balance and social issues to deal with.
- Neglect to a child is just as much damaging as physical or mental abuse.



How to maintain the Brain

■ **Brain can be changed and modified through discipline.**

- Ego is the most difficult to overcome. If you cannot imagine or believe in something greater than yourself, you are doomed to failure.
 - Want Control – through dependency of aggression, drugs and alcohol
- Cleaning house – moral inventory, admit to your past shortcomings
- Character defects – greed, jealous and envy.
 - Comparing ourselves to others.
- Make amends and say sorry
- Physical Fitness – walking and stretching.
- Service to others – give it away to keep it.
 - Charity
 - Daily Inventory - meditation
- The feeling of gratitude was measure as giving the most coherence or balance going from heart to brain.
- Change your environment and companions.



Attributes for Success

1. Strong sense of Purpose
2. Seek out mentors
3. Strength of vision and goal
4. Optimistic
5. Self-assurance – confidence
6. Plan and organization in priority
7. Ability to get needed skills
8. Being observant
9. Love what you are doing
10. Patience

Formula for Achievement

$$(\text{Attribute} \times \text{Time})^M = \text{Achievement}$$

- **Attributes** are your gifts:
 - Physical
 - Mental
 - Social
- **Time** cannot be manipulated
- **Motivation** can impact your outcome geometrically

**MOTIVATION CAN
BE CHANGED IN A
HEART BEAT**





Reference

- The Ego-Less SELF: Achieving Peace & Tranquility Beyond All Understanding.
 - Dr. Cardwell C. Nuckols, Ph.D., is a partner and board member of American Enterprises Solutions, Inc. An expert in behavioral medicine for over 20 years, he has authored more than 30 journal articles, 14 books and pamphlets, and the bestseller Cocaine: Dependency to Recovery and Roadblocks to Recovery. He has received the Gooderham Award for outstanding contributions to the alcohol and drug addiction field.
- How the Brain Learns
 - Dr. David A. Sousa is an international consultant in educational neuroscience and author of 15 books that suggest ways that educators and parents can translate current brain research into strategies for improving learning. A member of the Cognitive Neuroscience Society, he has conducted workshops in hundreds of school districts on brain research, instructional skills, and science education at the Pre-K to 12 and university levels.
- Your Brain at Work: Strategies for Overcoming Distraction, Regaining Focus, and Working Smarter All Day Long
 - David Rock is a consultant and leadership coach who advises corporations around the world. The author of Coaching with the Brain in Mind, Quiet Leadership, and Personal Best, he is the CEO of Results Coaching Systems, a leading global consulting and coaching organization. He is on the advisory board of the international business school CIMBA and the cofounder of the NeuroLeadership Institute and Summit.
- Unleash the Power Within
 - Anthony Robbins is the recognized expert in the psychology of peak performance, he has spent more than a quarter of a century serving people from more than 80 nations around the world. He is an international bestselling author. His educational audio system, Personal Power, has sold more than 35 million units worldwide. His clients have included an extraordinary array of outstanding achievers, including presidents of the United States, members of two royal families, Olympic and professional athletes, and Fortune 500 CEOs, and he has addressed distinguished audiences ranging from Britain's Parliament to the Harvard Business School.

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