

# THE HIGH-PERFORMING LEADER'S GUIDE TO UNDERSTANDING THE BRAIN:

# POWERFUL

VERSUS

# FRAGILE

When we understand the important functions that the brain plays in our day-to-day life, we can better understand the need for brain-friendly conversations with our employees, peers, friends, and family. Use the guide below to learn about our powerful yet fragile brains.

## THE POWERFUL BRAIN IS HELPFUL IN A REWARD STATE BECAUSE...



- it's designed to **keep us safe**
- it helps us **generate new ideas with massive capacity**
- it helps us **maintain self-control**
- it helps us with **decision making and problem solving**
- it allows **automatic processing**

## THE FRAGILE BRAIN IS UNHELPFUL IN A THREAT STATE BECAUSE...



- it gets **easily triggered**
- it doesn't like to be wrong, and has **tunnel vision**
- it doesn't like to be told what to do, and **doesn't collaborate well**
- it **shuts down to new ideas**, and holds onto emotions (good & bad)
- it **lacks the ability to think creativity**