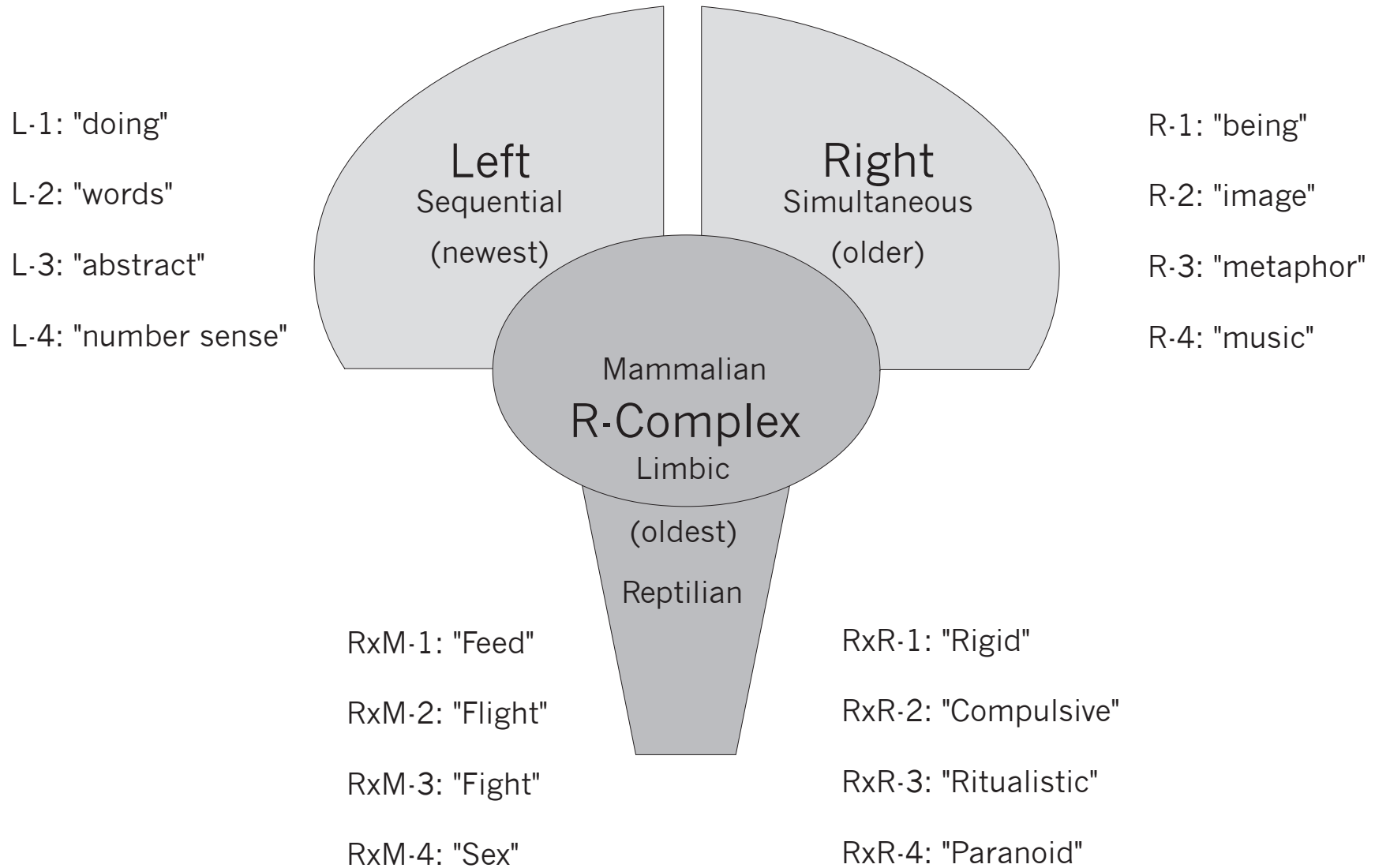
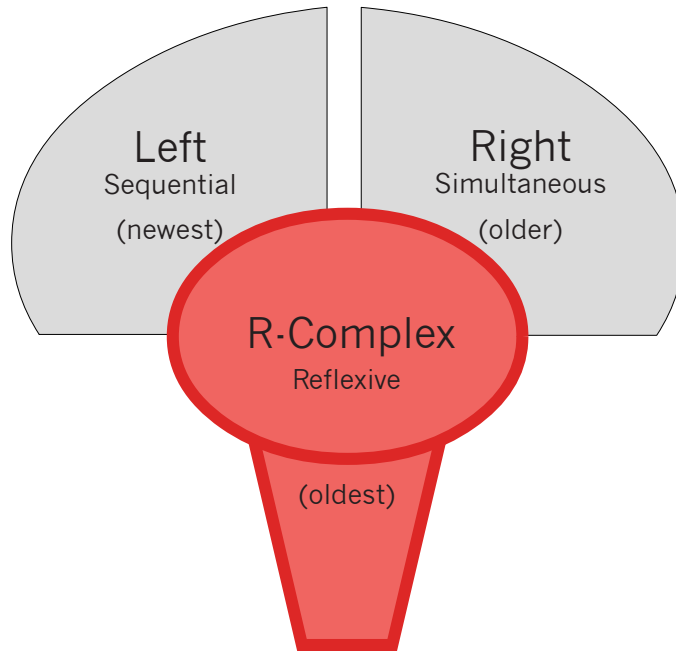


Triune (3-layered) Brain



Triune Brain

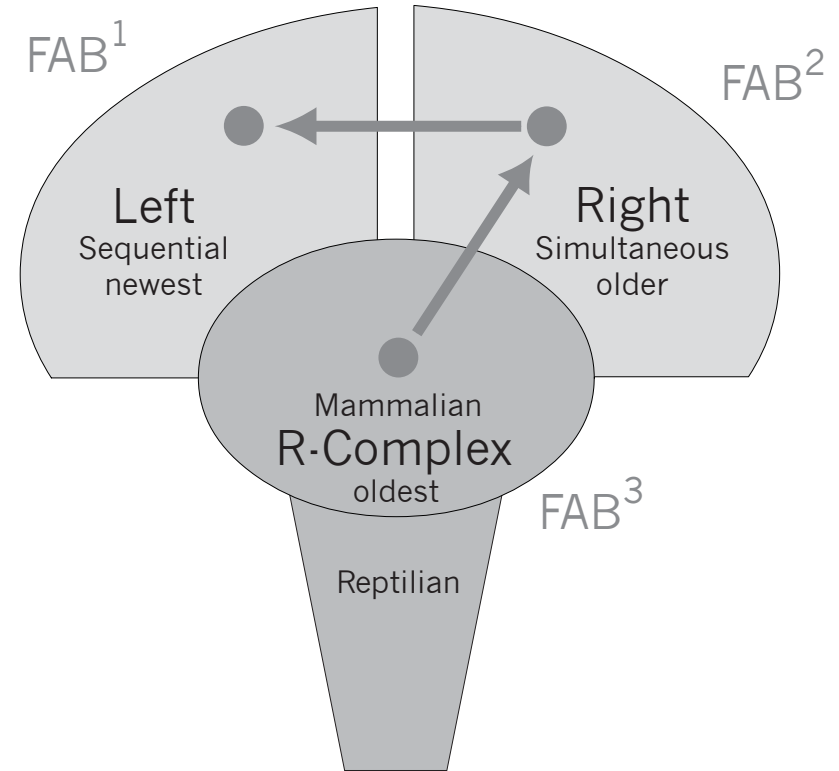


The Paradox of R-Complex

While it is a marvelous program for avoiding big scary animals and paleo threats, the R-Complex's urge for immediate satisfaction roadblocks the tackling of complexity. Indulging its sweet-tooth for stimulation and validation drives it, and us, into the arms of a much more threatening animal: impatience, short-term over long-term valuation models and decision-making, fickle loyalties.

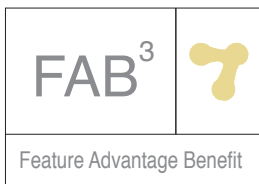
Nobody moves...

until the R-Complex finds a pattern, archetype, metaphor or symbol it likes. **Or Hates.**



social parallels & brain permission flow:

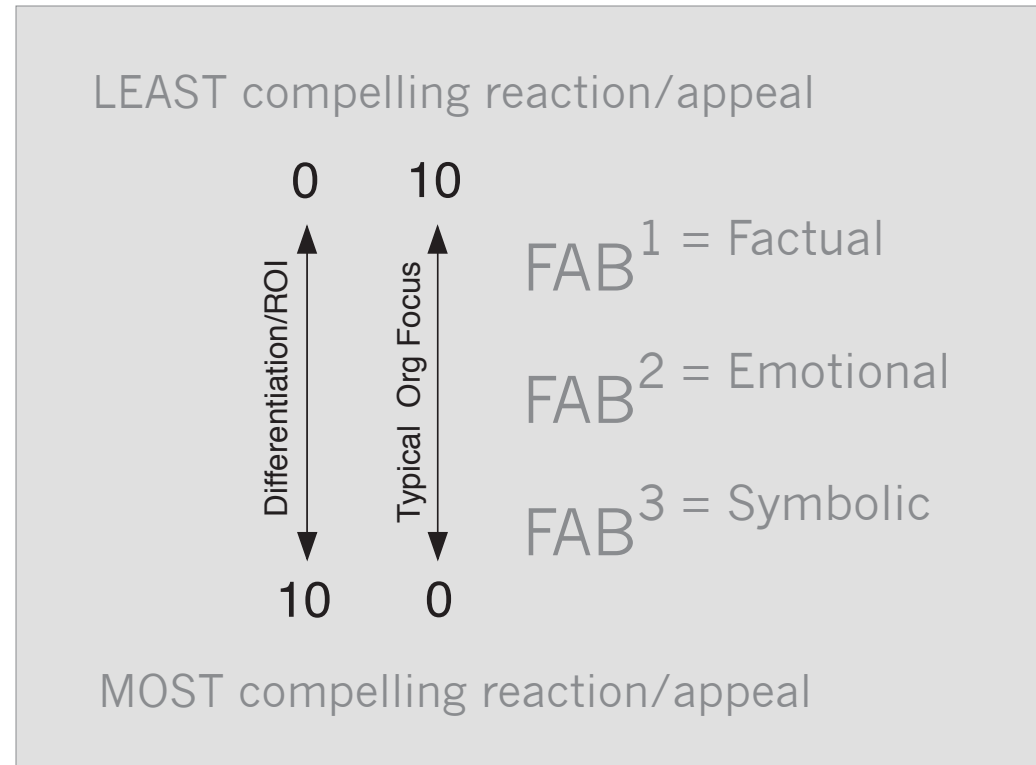
- the oldest get final say
- the oldest don't get questioned
- the oldest write the biggest checks
- the oldest are most concerned about *legacy*



“We buy with Emotion and Symbolism, we justify with Logic.”

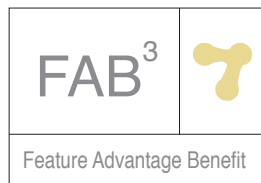
Our “purchase order” is written with cultural, familial, and deeply personal words, meanings, spoken and unspoken desires, myths and symbols.

We then string these together into sensible sounding rationales to justify our decisions..

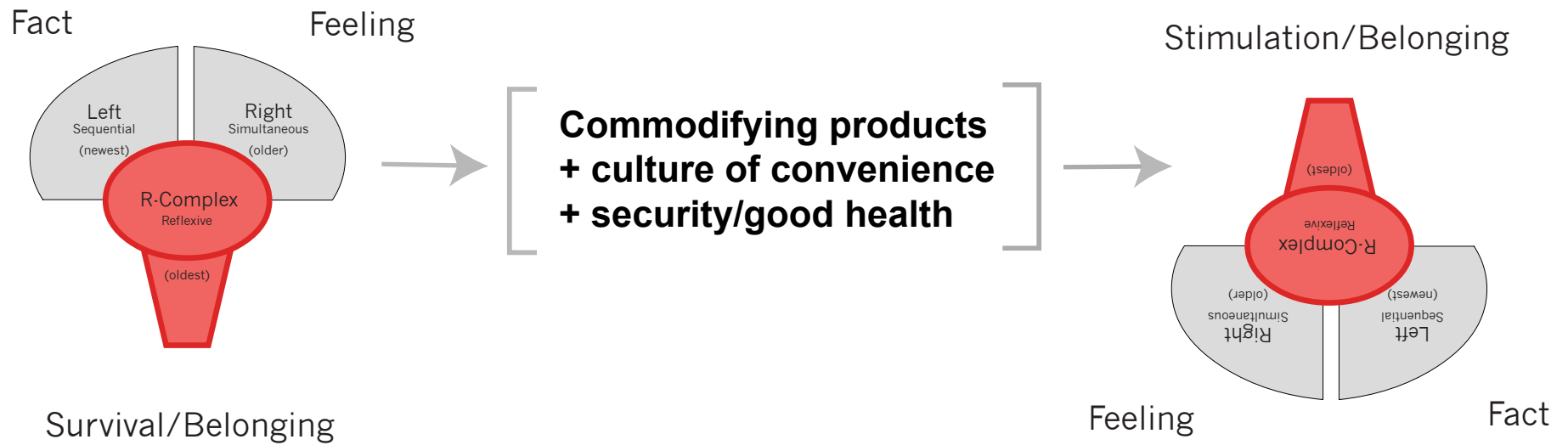


And we will invent facts and torture Logic if necessary.

We will attempt to ignore, ridicule or destroy any effort to intervene in our preferred reality and it's Symbolic Meaning to us. We will offer cash, time, reputation and sweat to travel just a few steps toward that preferred reality.



Cave-brain in a Blackberry world, looking for a place to buy/work/settle.

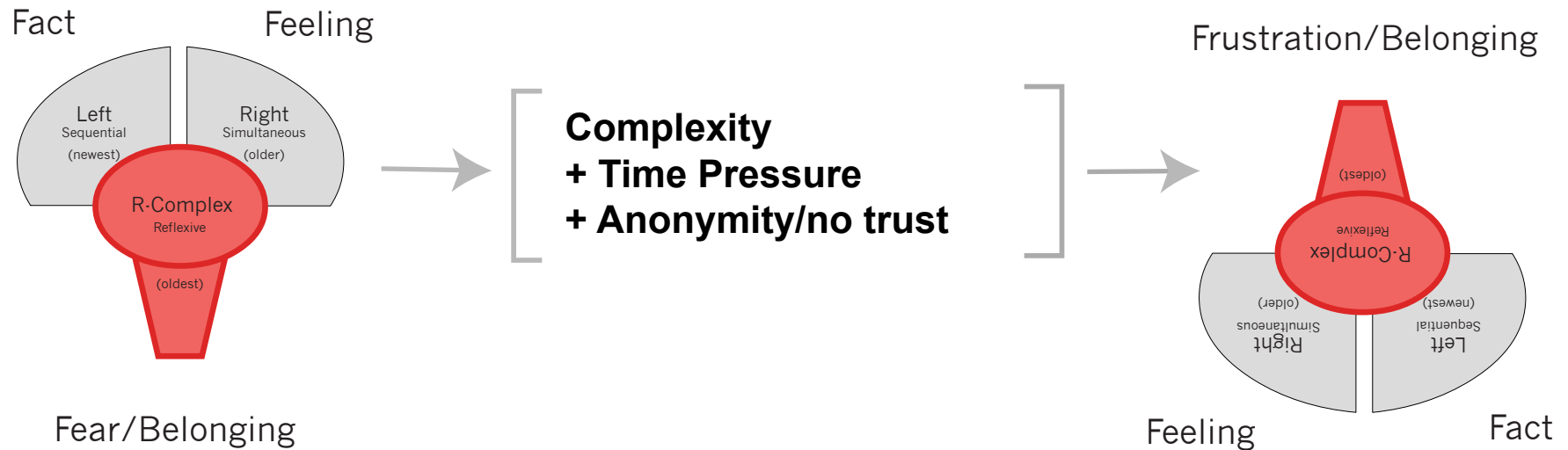


Answer:

WIIFM - what's in it for me?

MMFI - make me feel important

Cave-brain in a Blackberry world, trying to decide something.



Answer:

HMMML - help me manage my life