



# BRAIN FACTORS IN DECISION-MAKING

**INNATE DEFAULT STRESS RESPONSE**  
(By Definition UN-DETECTED)

**UNCERTAINTY DETECTED**  
**+ THREAT DETECTED**  
**DANGER DETECTED**

The Unconscious & Conscious STRESS Responses **TOGETHER** Turn Off/Disable/ De-Activate The Executive Brain; Thus, To One Degree or Another, **COLLAPSE OR MORE (TYPICALLY MOST)** of The Executive Functions Listed Below:

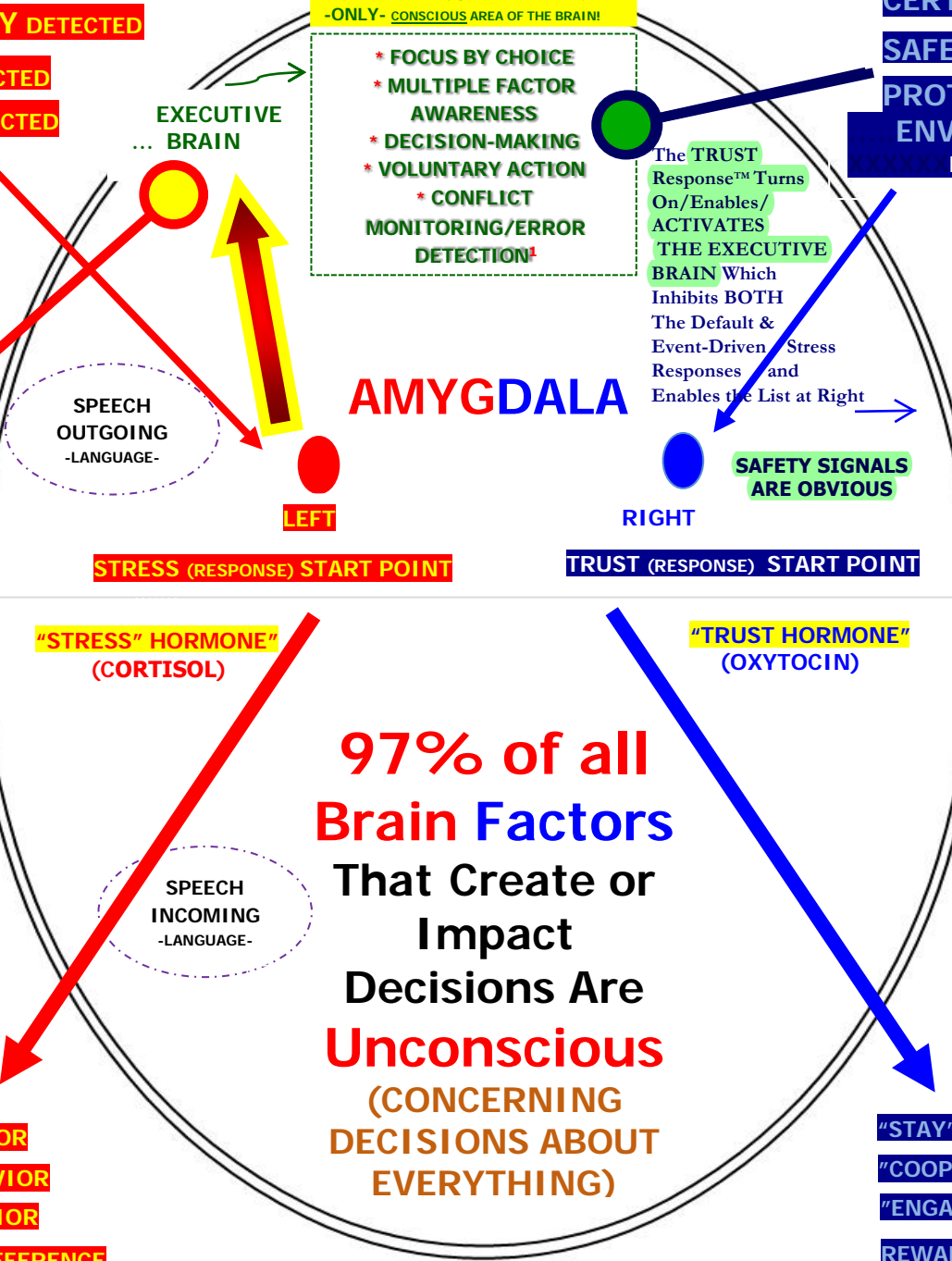
- \* Ability to balance short-term rewards with long term goals
- \* Considering the future and making predictions
- \* Focusing attention
- \* Organizing thoughts
- \* Problem solving
- \* Forming strategies and planning
- \* Initiating appropriate behavior
- \* Inhibiting inappropriate behavior
- \* Simultaneously considering multiple factors when faced with complex and challenging information
- \* Foreseeing and weighing possible consequences of behavior
- \* Shifting or adjusting behavior when situations change
- \* Modulation of intense emotions
- \* Impulse control and delaying gratification

**AVOIDANCE**  
Attitudes/Behavior  
**ACTIVATION OF PAIN-DISTRESS CIRCUITS**

- "RUN" BEHAVIOR**
- "FIGHT" BEHAVIOR**
- "HIDE" BEHAVIOR**
- REWARD-INDIFFERENCE**
- RISK-RECKLESSNESS**
- PAIN HAS GREATER NEGATIVE IMPACT**

NOTE: THE EXECUTIVE BRAIN IS THE **-ONLY- CONSCIOUS AREA OF THE BRAIN!**

- \* FOCUS BY CHOICE
- \* MULTIPLE FACTOR AWARENESS
- \* DECISION-MAKING
- \* VOLUNTARY ACTION
- \* CONFLICT MONITORING/ERROR DETECTION<sup>1</sup>



**SAFETY SIGNALS ARE OBVIOUS**

**CERTAINTY DETECTED**  
**SAFETY DETECTED**  
**PROTECTIVE ENVIRONMENT DETECTED**

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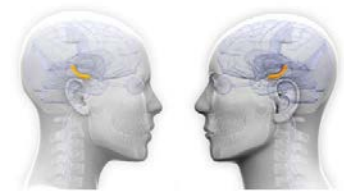
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**APPROACH**  
Attitudes/Behavior  
EMOTIONAL CALM  
**DE-ACTIVATION OF PAIN-DISTRESS CIRCUITS**

- "STAY" BEHAVIOR**
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<sup>1</sup> - MONITORING = RESOLUTION



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**D1 (MOST IMPORTANT  
DECISION-MAKING BRAIN  
REGION) IMPAIRED**

**"STRESS" HORMONE"  
(CORTISOL)**

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YG<sup>™</sup>ALA

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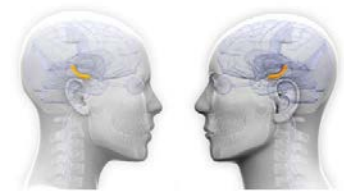
**D1 ENERGIZED & MAXIMALLY ACTIVATED**

**97% of all Brain Factors That Create or Impact Decisions Are Unconscious (CONCERNING DECISIONS ABOUT EVERYTHING)**

SPEECH INCOMING -LANGUAGE-

**APPROACH**  
Attitudes/Behavior  
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- \* DECISION MAKING
- \* VOLUNTARY CONTROL
- \* MONITORING

EXECUTIVE BRAIN

**100%+ MORE TAXING ON DR.**

**100%+ MORE TAXING ON PATIENT**

**DR. ALWAYS VERY RELAXED & ALERT**

**Pt. QUICKLY & STABLY RELAXED & ALERT**

**1% of Brain Factors That Create an Impact Decisions Are Unconscious (CONCERNING DECISIONS ABOUT EVERYTHING)**

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**AMYGDALA**



Enables SAFETY SIGNALS ARE OBVIOUS

**TRUST (RESPONSE) START POINT**

**"TRUST HORMONE" (OXYTOCIN)**

SPEECH INCOMING -LANGUAGE-



**EMOTIONAL DE-ACTIVATION OF PAIN-DISTRESS CIRCUITS**

**"STAY" BEHAVIOR**

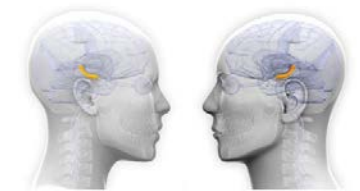
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EXECUTIVE BRAIN

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SAFETY SIGNALS ARE OBVIOUS

PATIENT (AND BY ASSOCIATION DOCTOR) PESSIMISTIC

AMYGDALA

LEFT

RIGHT

STRESS (RESPONSE) STIMULUS

TRUST (RESPONSE) START POINT

"STRESS" HORMONE" (CORTISOL)

"TRUST" HORMONE"

SPEECH INCOMING -LANGUAGE-

PATIENT (AND BY ASSOCIATION DOCTOR) OPTIMISTIC

97%  
Brain Factors That Create or Impact Decisions Are Unconscious (CONCERNING DECISIONS ABOUT EVERYTHING)

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- \* MULTITASKING

EXECUTIVE BRAIN

**65-80% PATIENTS "STRESS-BOUND" AS INDICATED**

"STRESS" HORMONE (CORTISOL)

INCOMPLETE -LANGUAGE-

**70-80% PATIENTS WILL PAY IN ADVANCE FOR COMPLETE TX WITHIN 4-7 DAYS**

Decision Making  
**Unconscious**  
(CONCERNING DECISIONS ABOUT EVERYTHING)

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**ACHIEVEMENT BEHAVIOR**  
**EMOTIONAL CALM**  
**ACTIVATION OF PAIN-DISTRESS CIRCUITS**

**BEHAVIOR**

**"COOPERATE" BEHAVIOR**

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