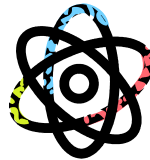


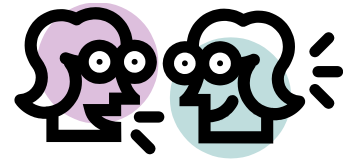
## Applying Big Ideas for Brain-Friendly Workplaces



Idea



Explanation



Implications & Applications

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**ORGANIZING  
PRINCIPLE of the  
BRAIN**

Minimize threat, maximize reward

Threat, anxiety, red flags, trigger-happy limbic system

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**NEGATIVITY BIAS**

Assume the worst, for safety purposes

Twice as many neurons involved in negative thought as positive thought

Negative emotion embeds memory

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**FRIEND OR FOE**

Self-protection is the goal

Default is to assume FOE until proven FRIEND

Virtual teams have added challenges

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**CARE & FEEDING OF  
THE PFC**

Overload happens easily!

Using group time effectively

Recharging frequently

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