

# From Me to We

## Brainstem & Cerebellum

This is the most ancient part of our brain, and shares similar functions with reptile brains. It's responsible for survival and "automatic" functions such as heartbeat and breathing.

**Goal:** Safety, survival and avoiding harm. How many teams can you identify that are currently operating at this level?

**Requirements:** Sense of security and trust in the company

**Results:** Employees feel psychologically safe

## Insightful Companies

## Right and Left Hemispheres of the Cortex

**Left brain attributes:** Deconstructs and reconstructs information; systematic, categorizes, focuses attention and precision.

**Right brain attributes:** Breadth of thinking, flexibility, sees interconnections and complex patterns, embodied knowledge, appreciation of the whole and natural living world, broader attention and possibility

**Goal:** Integration. Integration of the right and left hemispheres lead to optimized brain function, enabling us to build intentional, purpose-driven companies in which employees are aligned, engaged, creative and connected to the company mission, and the end user.

**Requirements:** Appreciation and utilization of all skills and gifts

**Results:** A purpose-driven organization

## Limbic System

This part of the brain is associated with mammalian evolution, and is responsible for feelings and memory.

**Goal:** Satisfaction and rewards. These teams have moved beyond survival and self-focus to the rewards found in collaborative work.

**Requirements:** Encouragement and collaboration

**Results:** Thriving teams; bridging silos; building interdependent teams that work well together

## Innovative Collaboration

## Cortex

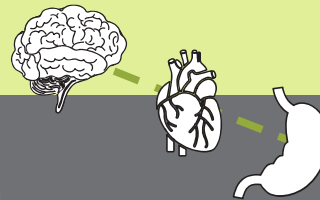
This part of the brain is what makes us human. It's responsible for higher mental functions such as sustained focus, complex reasoning, abstract thinking, language, imagination and empathy.

**Goal:** Connection. Here we can maintain thriving teams that systematically innovate and collaborate with one another.

**Requirements:** Strong link between creativity and contribution

**Results:** A more intentional, innovative company culture

## Intentional Culture



## Positive-impact Purpose-driven

