## NEUROSCIENCE AND THE MODERN PROJECT MANAGER

How what you don't know about neuroscience impacts every decision

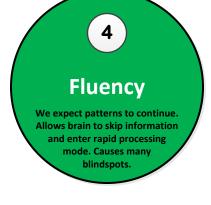
by Jack Tollefson June 19, 2012



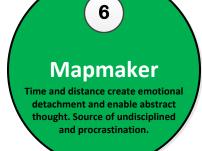




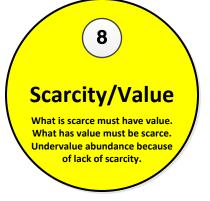




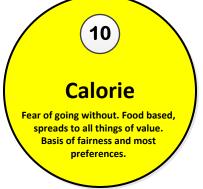


















Design

Fierce categorists. Simpler assumed better. Detest ambiguity and non-clarity. Everything has a place. There must be order.

Foraging
Constantly searching and exploring.
Everyone is an expert at something.
Ideas are food for the brain. Need is based on survival.

Stereotype
Slotting experience to force familiarity and safety. Allows brain to rapid process. Source of many blindspots.

Aversion

Avoiding the unpleasant. Disgust is natural protection tool. Extended to emotional judgment. Would you wear Hitler's laundered sweater?

Naturalist
Connection with nature yields calm relaxation and support high level thinking. We always extract most meaningful information first, usually survival

based.

Judgment
Brains insist on uncovering wrongs.
Right and wrong based on intent (fast, reactive). Punishments based on consequence (slow, deliberative).

Loneliness

Deliberative brain knows of death. Fast brain does not. Over-protecting leads to rigid beliefs. Opposing triggers sense of death and fight.

Default
Brain hardwired to find most familiar pattern to stay in rapid mode. Makes change hard. Deciding is tough act.
Reacting is easier because it is faster.

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