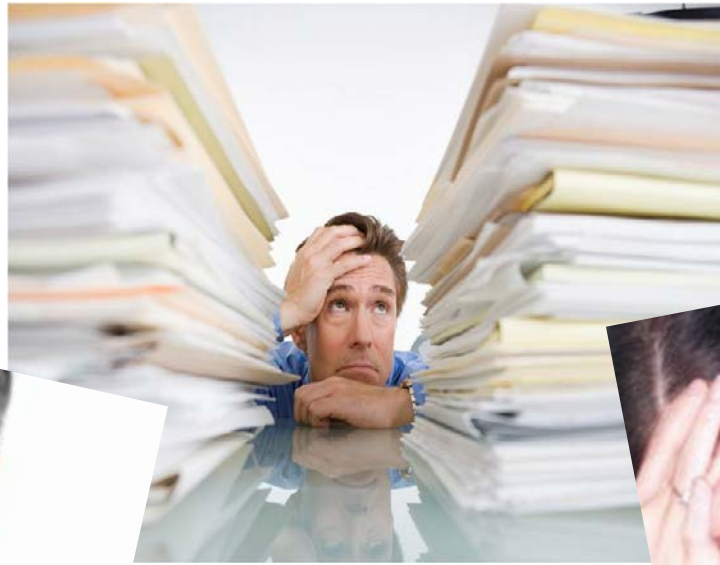




Let's Neurovate: Know Your Brain to Imaginate and Innovate

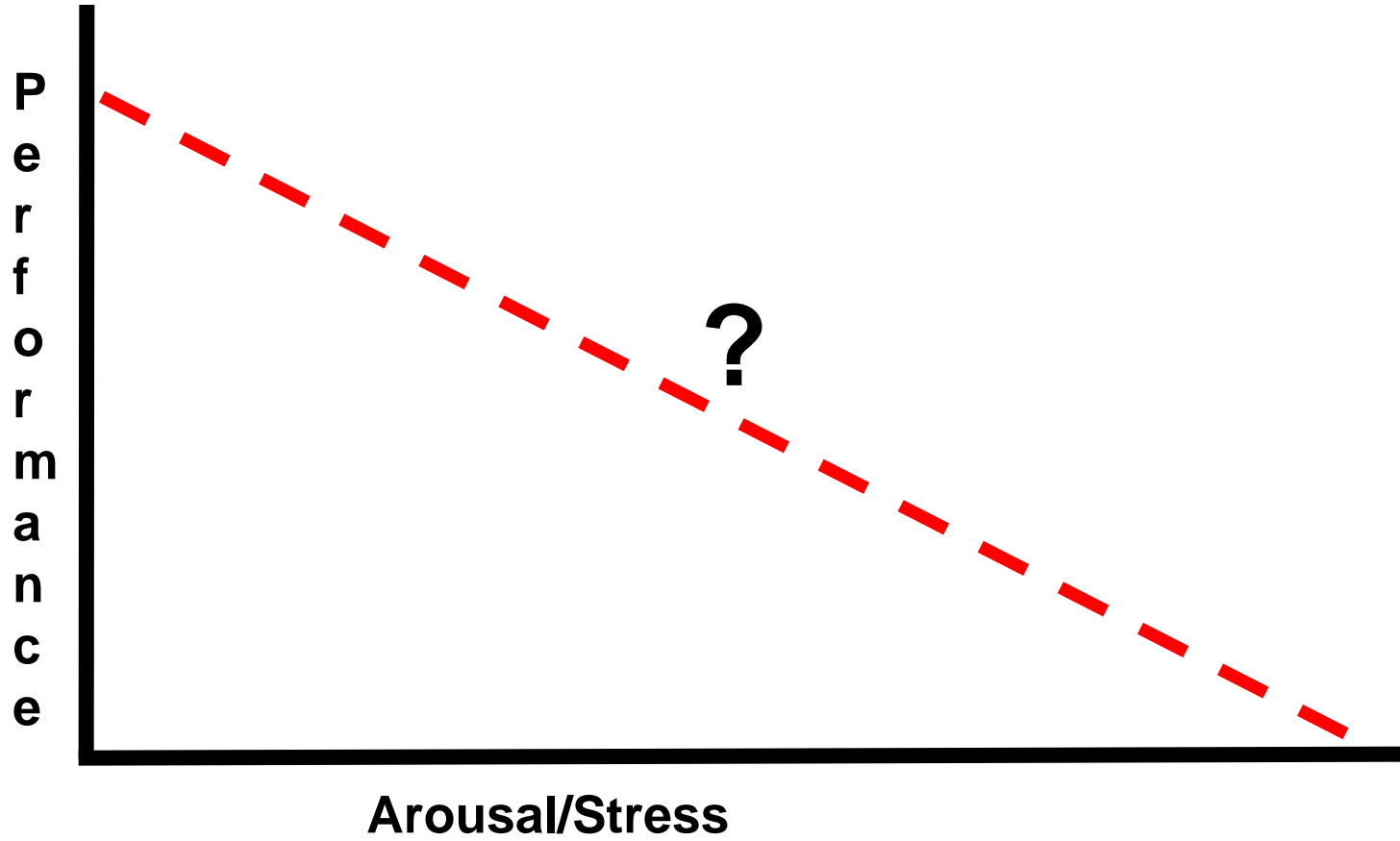
Daniel Friedland, MD

Medical Director, Barney and Barney
Founder & CEO, SuperSmartHealth

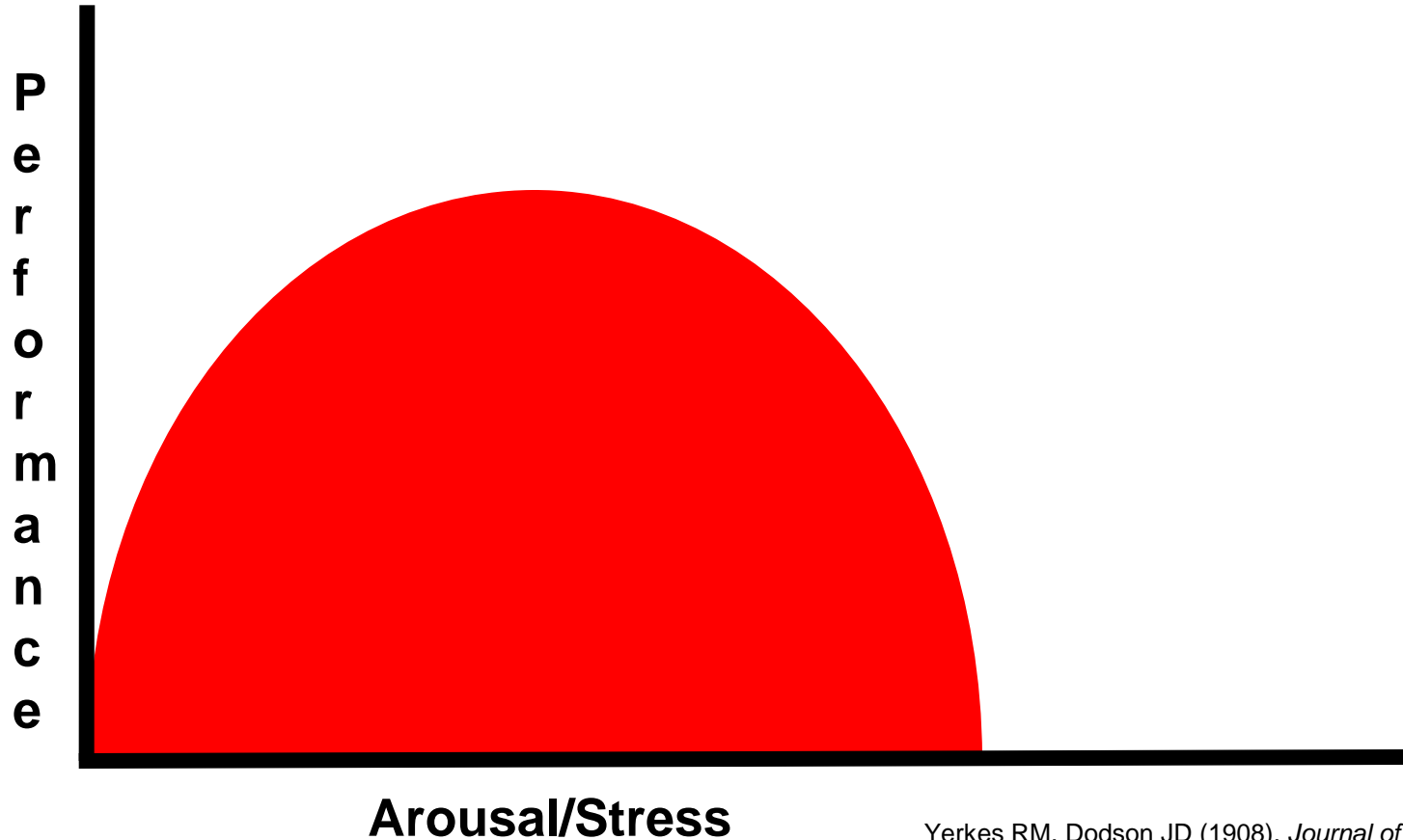


STRESS



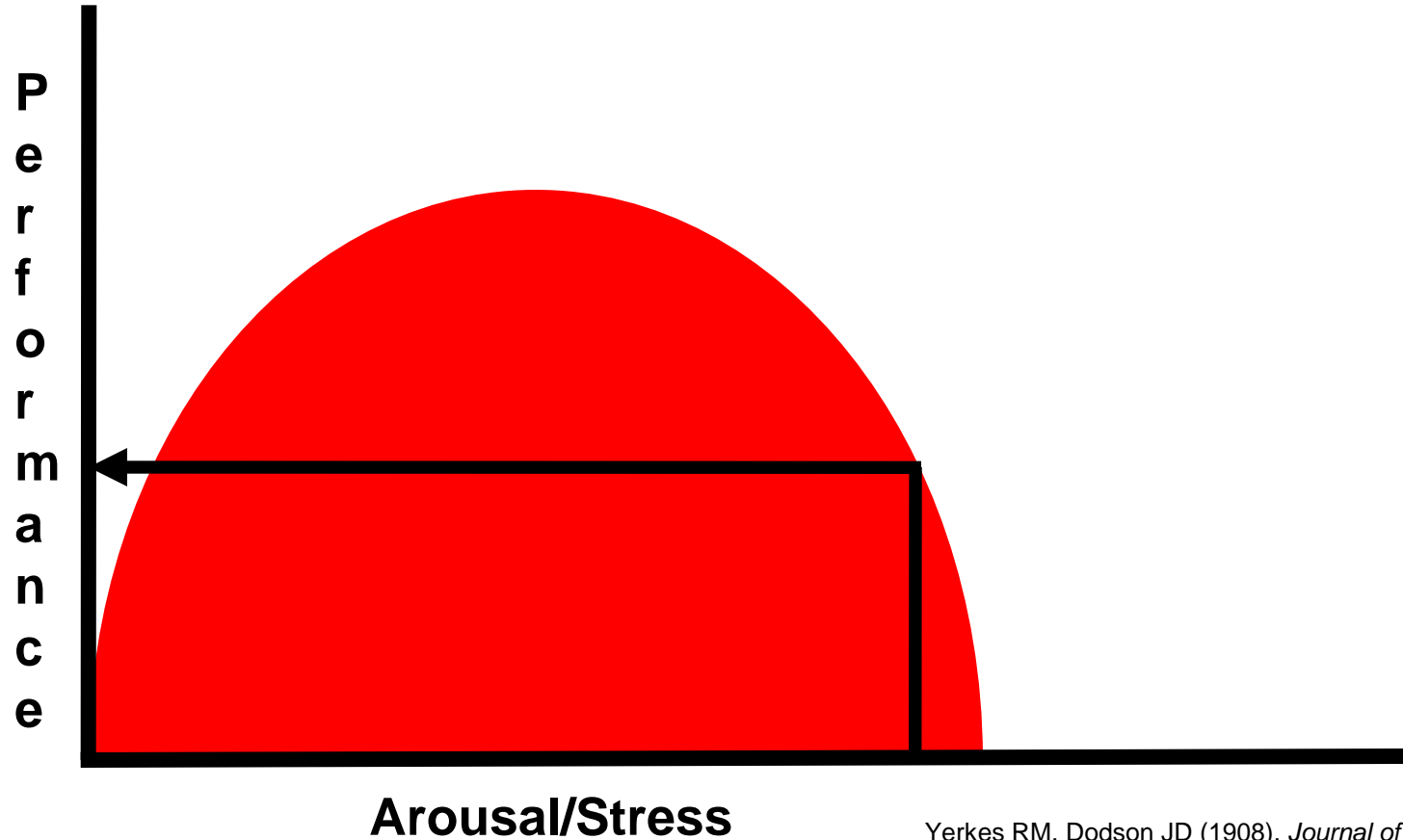


Yerkes–Dodson Law



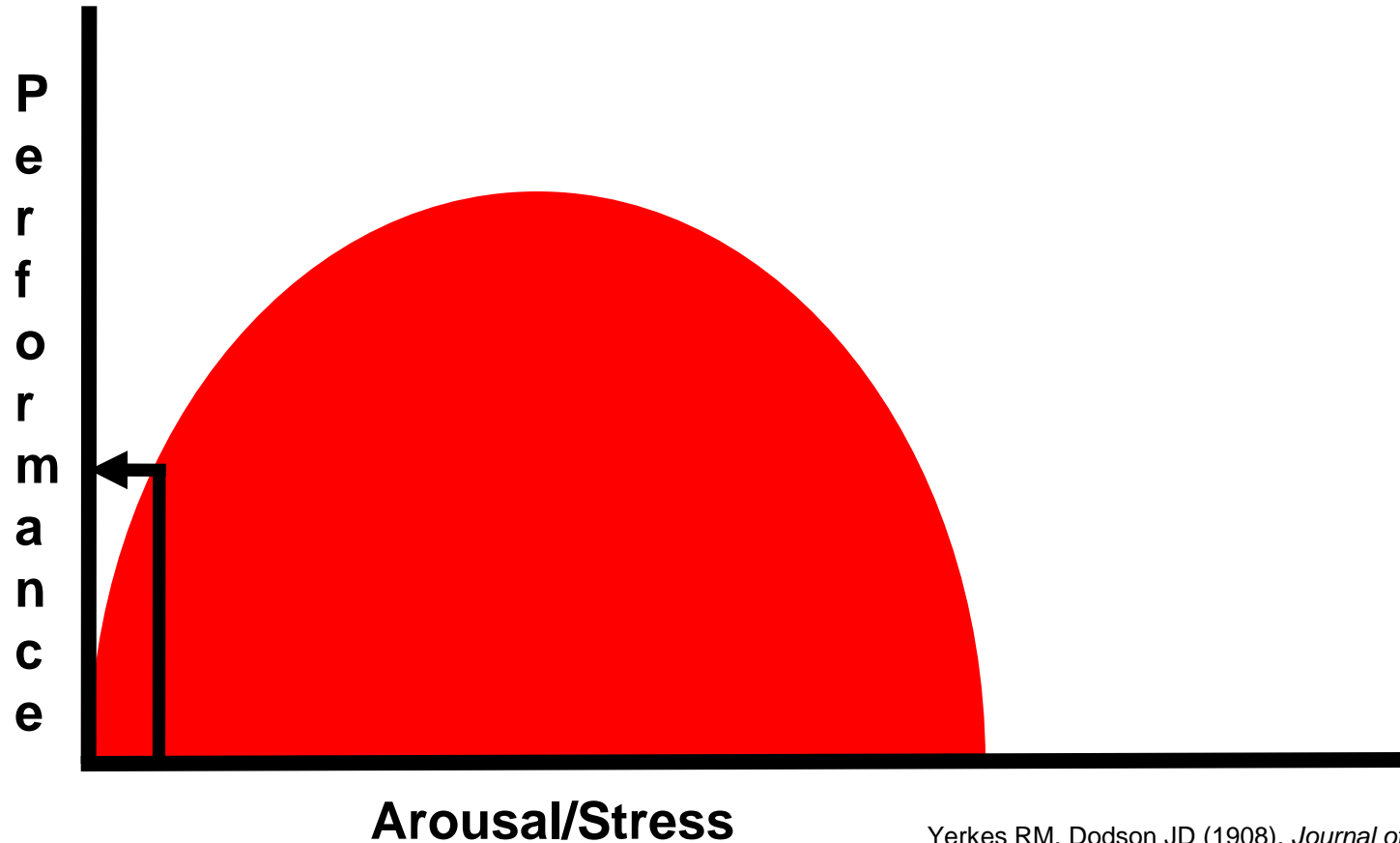
Yerkes RM, Dodson JD (1908). *Journal of Comparative Neurology and Psychology* 18: 459–482.

Yerkes–Dodson Law



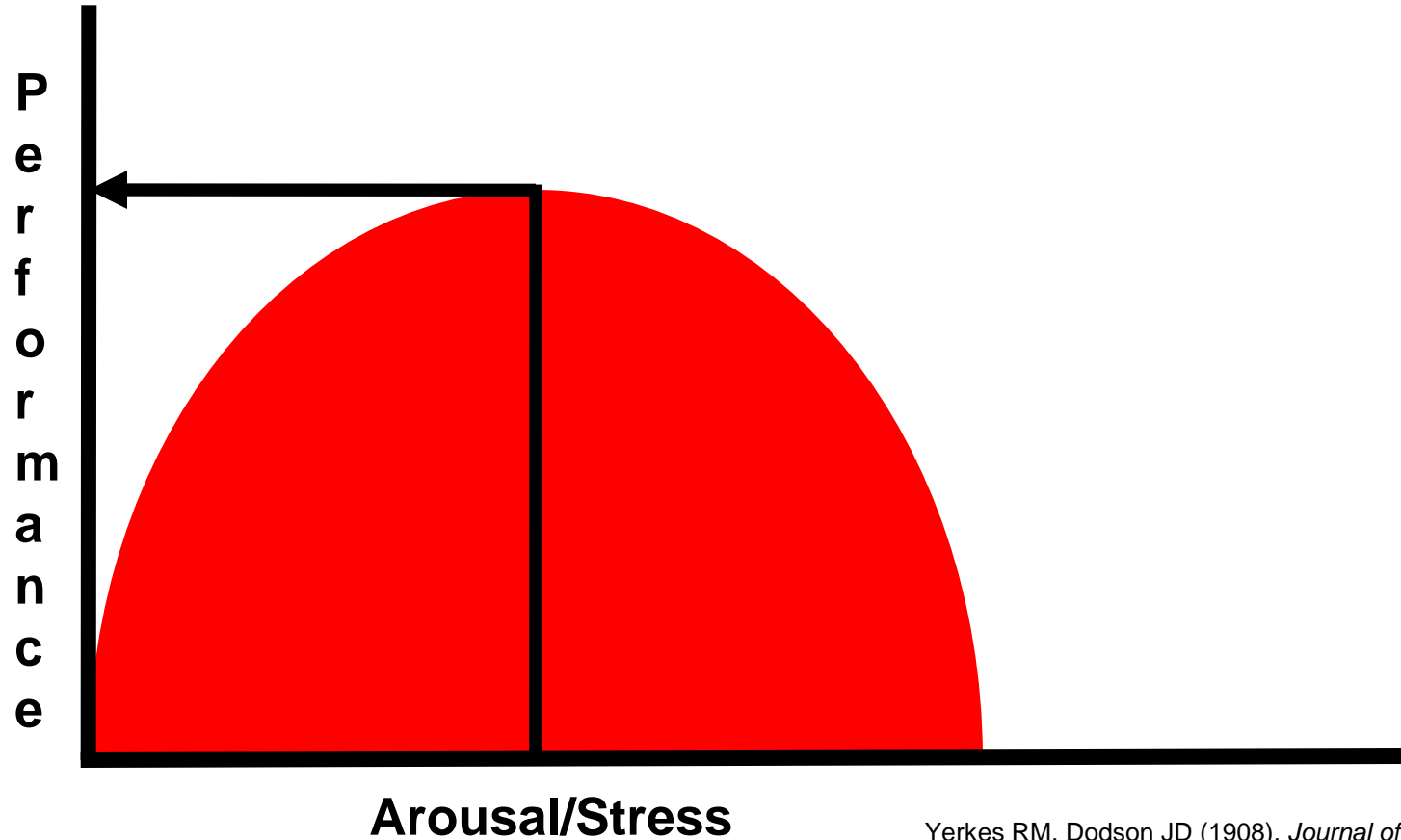
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Yerkes–Dodson Law

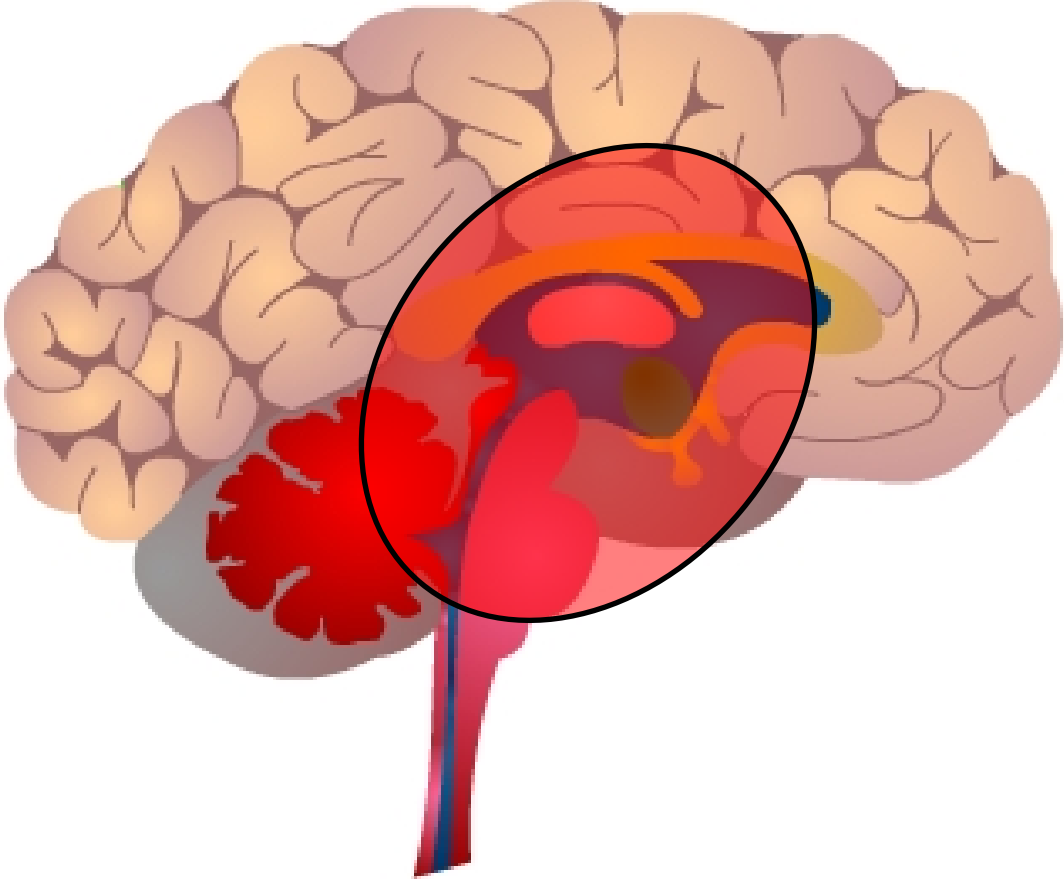


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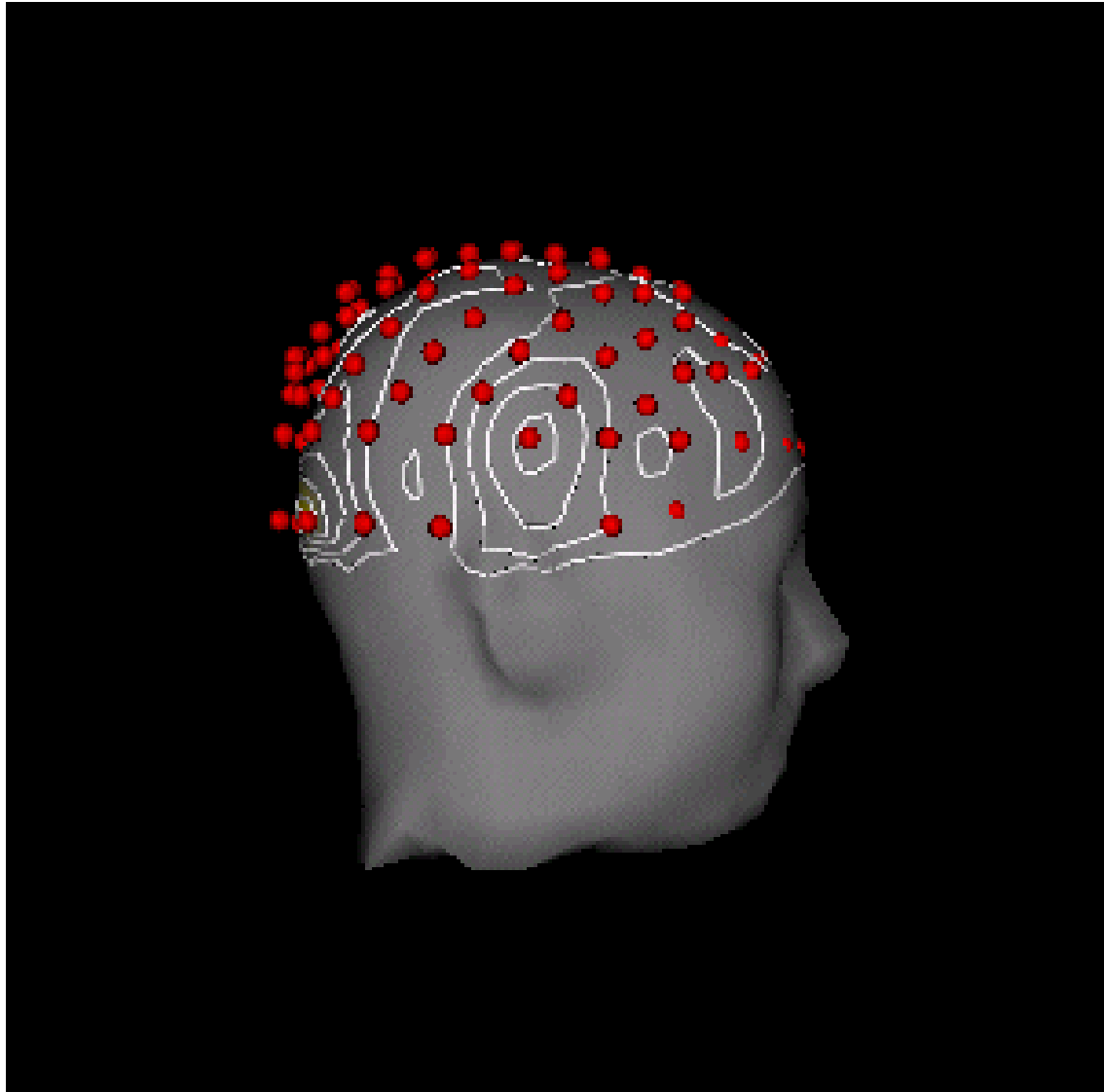
Yerkes–Dodson Law



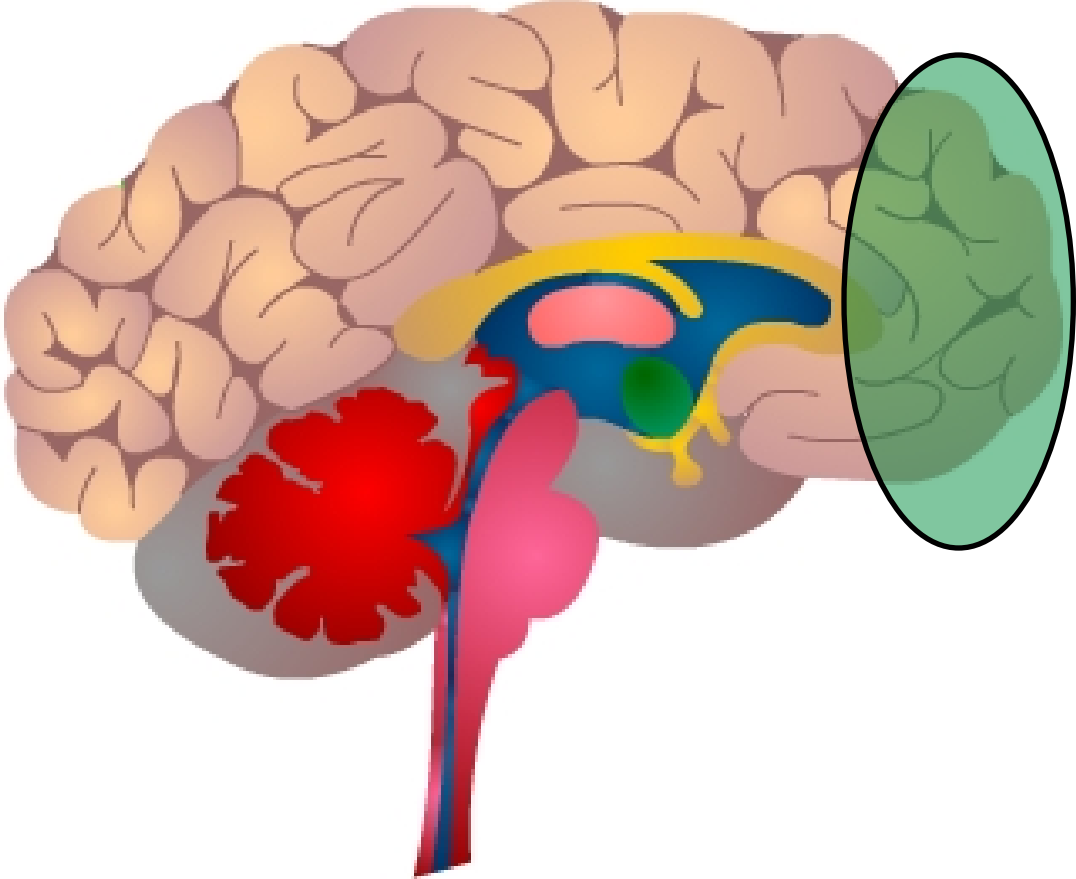
Yerkes RM, Dodson JD (1908). *Journal of Comparative Neurology and Psychology* 18: 459–482.



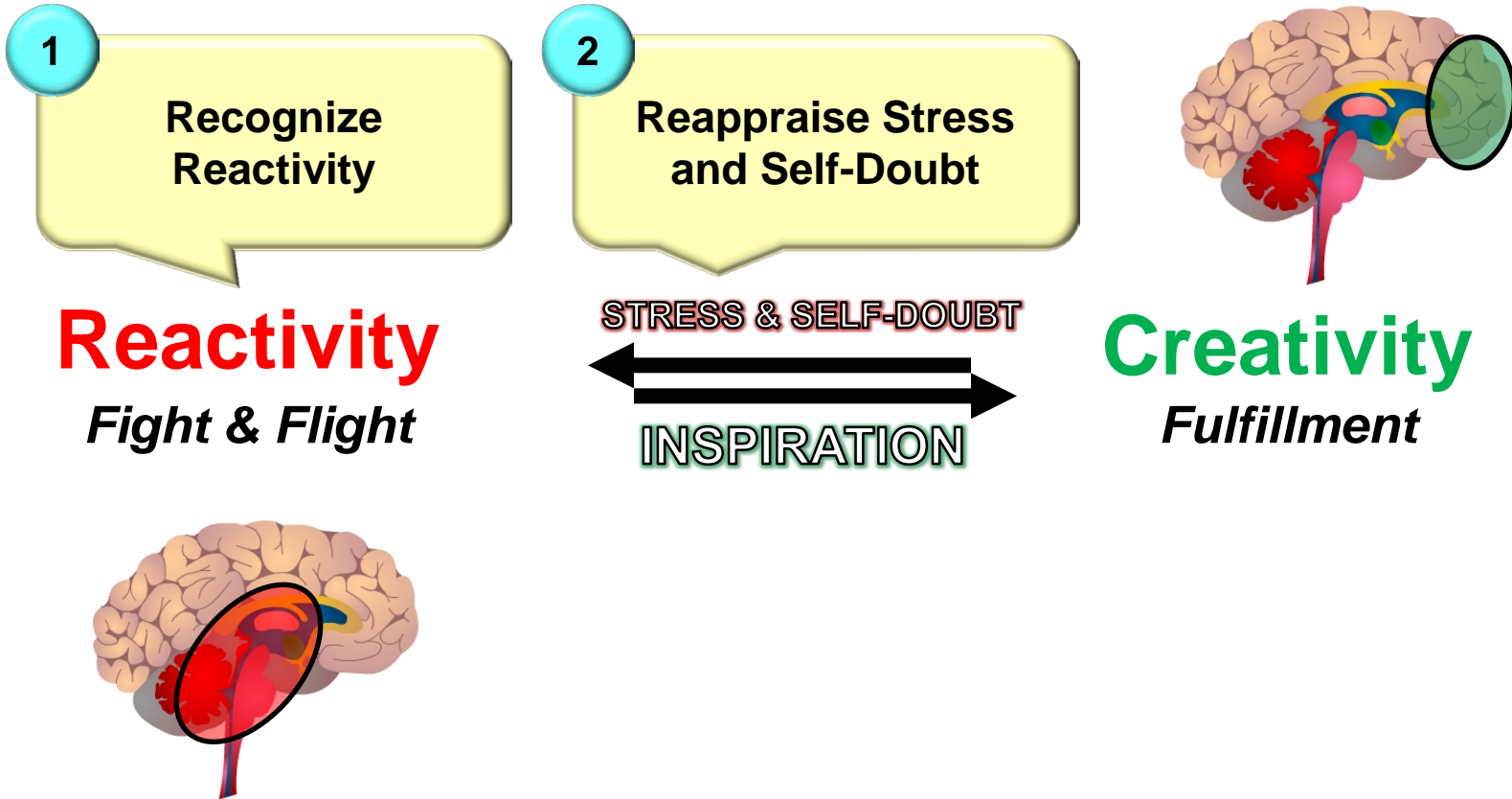
The Aha Experience!



Jung-Beeman M, et al. PLoS Biol. 2004; 2(4): e97.



The 4 in 4 Framework™

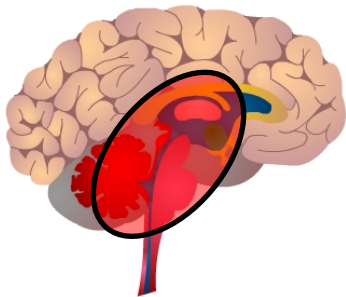


The 4 in 4 Framework™

1

Recognize
Reactivity

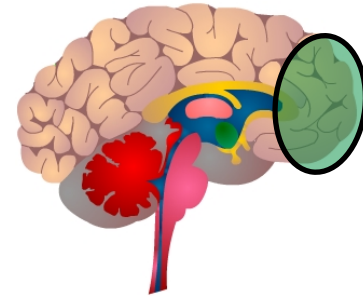
Reactivity
Fight & Flight



2

Reappraise Stress
and Self-Doubt

STRESS & SELF-DOUBT



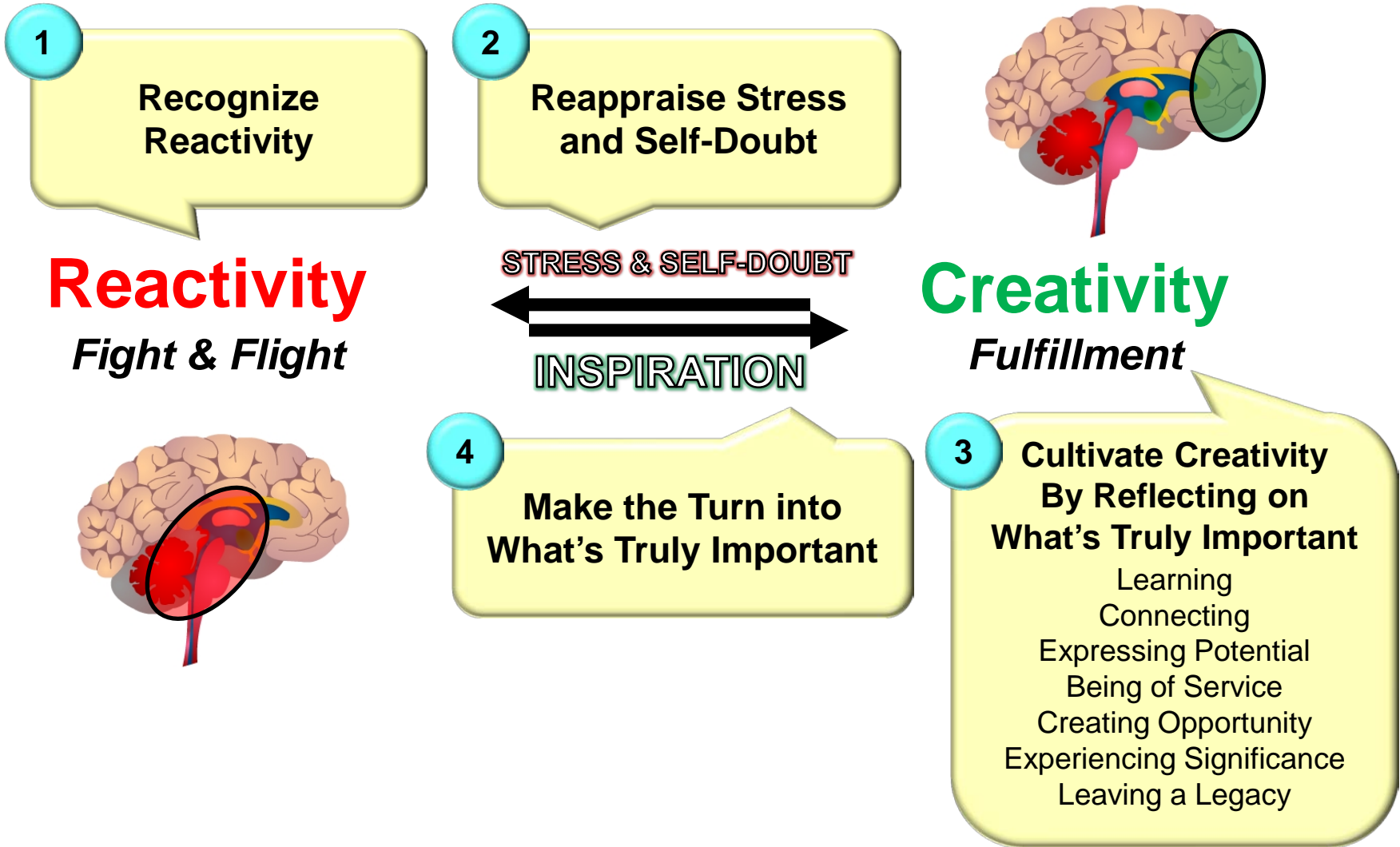
Creativity
Fulfillment

3

Cultivate Creativity
By Reflecting on
What's Truly Important

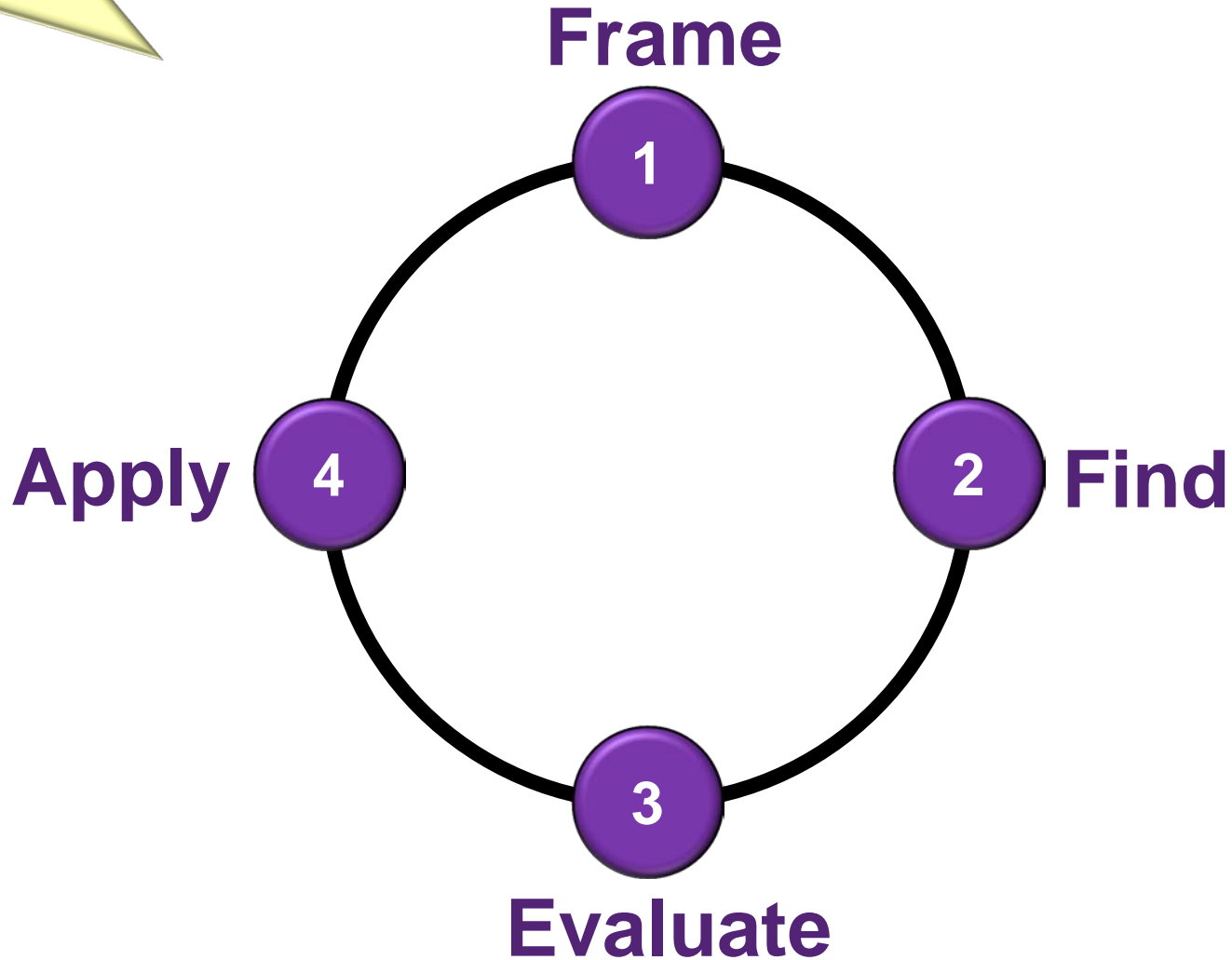
- Learning
- Connecting
- Expressing Potential
- Being of Service
- Creating Opportunity
- Experiencing Significance
- Leaving a Legacy

The 4 in 4 Framework™



4

Make the Turn into
What's Truly Important



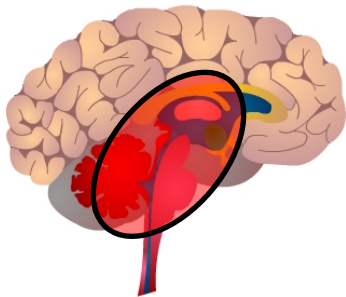
The 4 in 4 Framework™

1

Recognize Reactivity

Is it doing more harm than good?

Reactivity
Fight & Flight



2

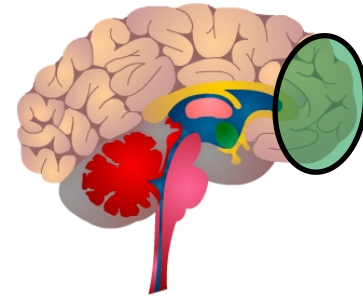
Reappraise Stress and Self-Doubt

It's nothing more than Psychic gas!

STRESS & SELF-DOUBT

←→

INSPIRATION



Creativity
Fulfillment

4

Make the Turn into What's Truly Important

Frame

1

2 Find

3 Evaluate

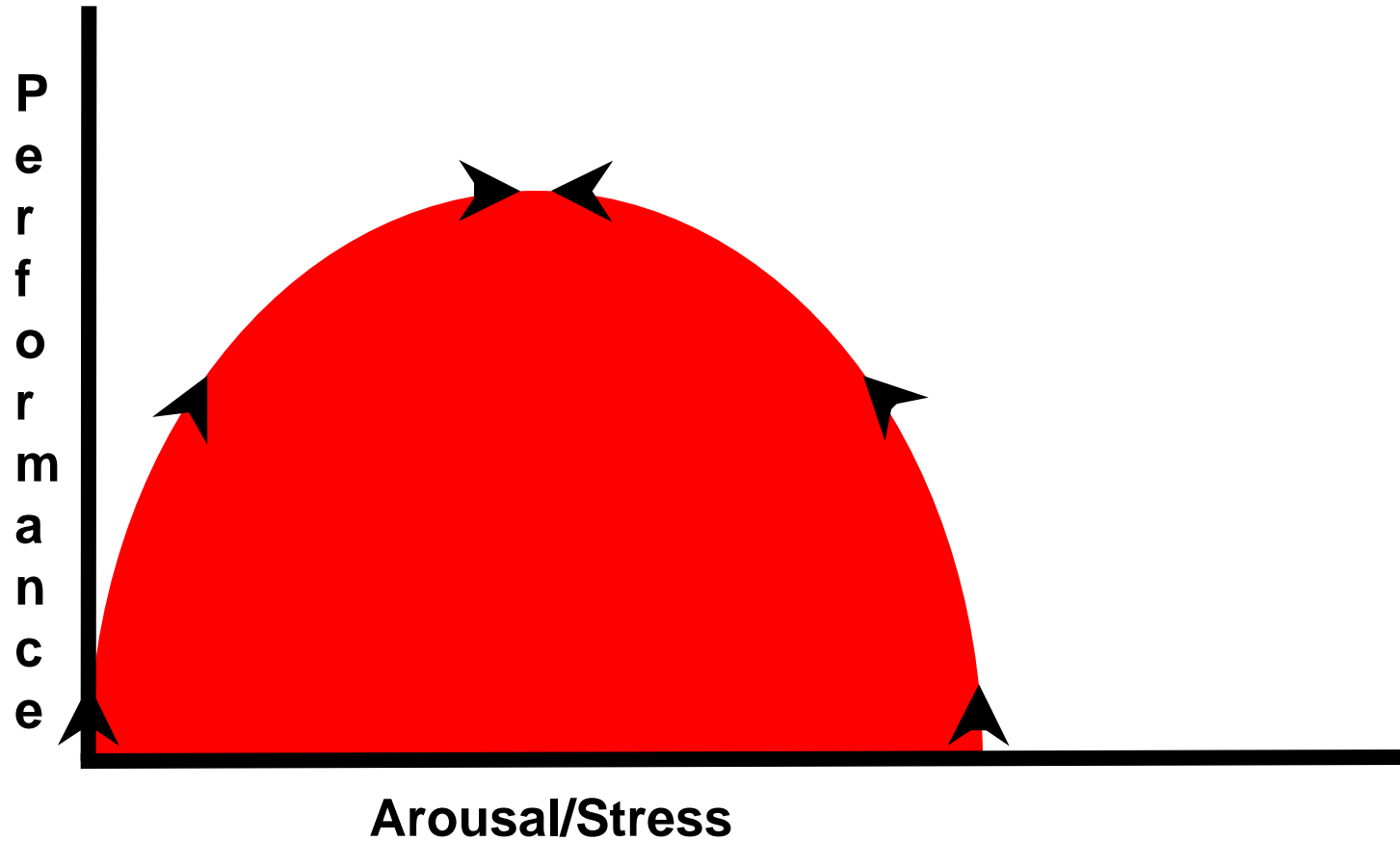
4 Apply

3

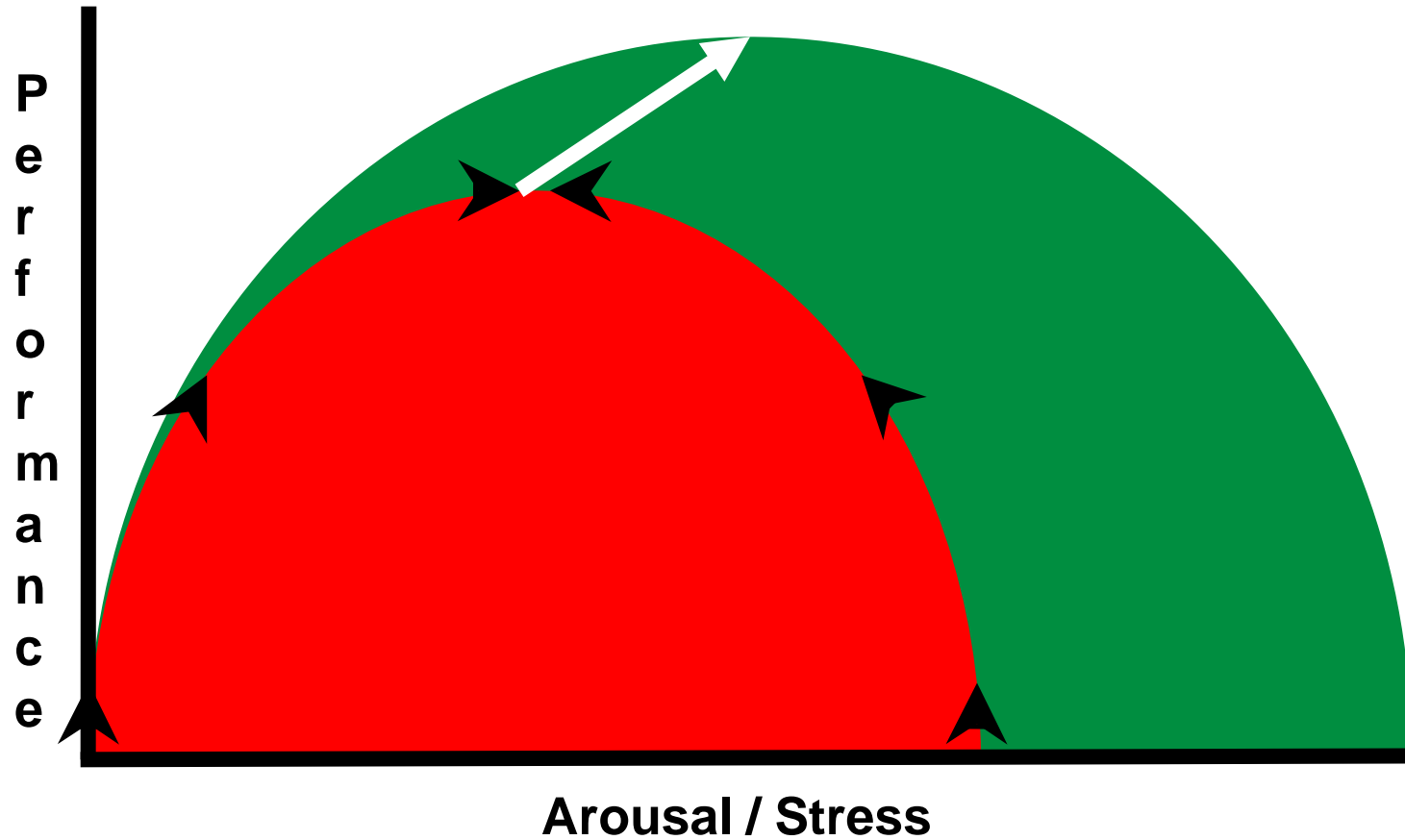
Cultivate Creativity By Reflecting on What's Truly Important

Learning
Connecting
Expressing Potential
Being of Service
Creating Opportunity
Experiencing Significance
Leaving a Legacy

Yerkes–Dodson Law



Neuroplastic Transformation



Thank You!

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Founder & CEO, SuperSmartHealth

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Cell: 858.229.0875