“Winning the War Inside Your Brain”
Brain Changes for Deep Motivation

Bill Harris, Centerpointe Research Institute

Slide show:
myholosync.com/brain-resources
You’re living during one of the biggest scientific revolutions ever – a revolution in brain science...
1. Awareness, choice, and coaching

2. 3 fundamental, paradigm-changing discoveries about the brain

3. A fascinating research study

4. Using new brain science discoveries to be a better coach – and a better human being
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Awareness Creates Choice

- Observing how you create an outcome, as you do it, seeing consequences
- A function of several brain areas, including PFC and limbic system
What you DON’T have a choice about

• The physical processes of the universe
• The limitations of having a body
• The actions of other people
• That everything is impermanent
4 things you *could* have a choice about…

1. How you feel (your internal states)
2. How you behave
3. Which people and situations you attract or become attracted to
4. The meanings you assign to what happens
Two Key Principles

- Awareness creates choice
- Once you have a choice you’ll always choose what serves you and drop what doesn’t
How does awareness create choice?
1. Everything about you begins in your brain
2. Scientists know what parts of the brain are involved in what you want – and what you want to get rid of...
3. Scientists know how to change those parts of the brain...
Many are creating powerful tools based on this research...
The Marshmallow Test

Walter Mischel and the Bing Nursery School
Throughout life, those who could delay gratification had...

- Better grades, SAT scores
- Higher income
- Lower BMI
- Better relationships
- Better cognitive function
- More self-control
- Ability to resist temptation
- More self-reliance, self-trust
- Less easily rattled/disorganized
- Pursue & reach long-term goals
- Greater resilience, adaptability
- Less addiction and bad habits
- More self confidence
- More self confidence
fMRI brain scans

High delayers: Enhanced prefrontal cortex, calm limbic system

Low delayers: Overactive limbic system, weak prefrontal cortex
There's a war going on in your brain.

Which side wins shapes nearly everything in your life!
An overactive limbic system
Source of the fight or flight stress response
• Stress hormones → health problems
• Blood flows away from your brain
• Your hippocampus shrinks
• Unpleasant emotions
An overactive limbic system

“I want it now and I don’t care about the consequences” bad decisions
Dopamine is a powerful drug!

- No consideration of consequences
- No ability to delay gratification
If your limbic system is overactive...

...you won’t be able to implement the strategies you learn.
Your savior is your prefrontal cortex
Prefrontal cortex functions:

- Executive function
- Rational thinking
- Learning from experience
- Creativity
- Concentration & focus
- Pattern recognition
- Goal setting, persistence
- Problem solving
- Empathy
- Supervise the limbic system!
The Big Solution!

Calm your limbic system and enhance your prefrontal cortex

- Develop more of the qualities, skills and superpowers you want
- Get rid of the negative reactions, feelings, and behaviors you don’t want
Calming your limbic system

- Supplements
- Breathing
- Exercise
- Avoid stress
- Nutrition
- Sleep
- Meditation
- Holosync
Enhancing your prefrontal cortex

Supplements
Rehearsal/practice
Exercise
Avoid stress
Nutrition
Sleep
Meditation
Holosync
“New Brain Science Discoveries You Can Use Now”

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Slide show and free book: myholosync.com/brain-resources