

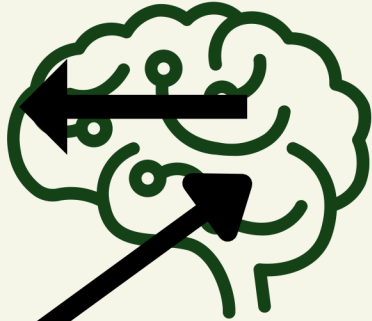


BrainCoach

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BRAIN BITES

WITH GARY ANAKA - BRAIN COACH



UPSHIFTING

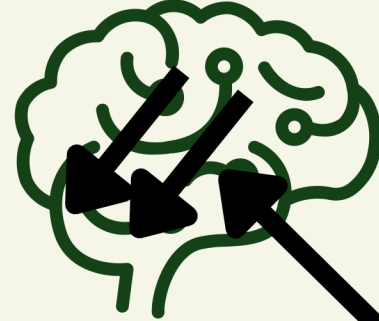
THE BASIC INSTINCT OF YOUR BRAIN IS TO SURVIVE

The brain seeks safety above everything else. Safety is paramount to your survival as a human being. So what is happening in the brain when we feel safe and when we do not feel safe?

Information from our senses is constantly coming into our brain. If this information is non-threatening, 'upshifting' will occur.

Upshifting happens like this - sensory information travels to the centre of the brain to the thalamus. The thalamus acts like a relay switch sorting out thousands of impressions per hour. If the information is non-threatening, the thalamus then relays the information to the hippocampus. The hippocampus is a tiny organ in the brain responsible for making memory. The messages are then sent to the neocortex at the top of the brain where evaluation and interpretation occur. The process is slow. Analysis and decisions are made when the brain is engaged in an 'upshift' position.

Be the boss of your own brain! Live and work every day with your prefrontal cortex - your '**Captain**' - engaged, alive and well. 'Upshifted' people achieve their goals and reach success!



DOWNSHIFTING

On the other hand, threats or stress 'downshift' the brain. Too much stress becomes distress and therefore a threat. Since the brain's number one job is to survive, it immediately shifts into survival mode when it is threatened. The body is ready for fight or flight. This effect is called 'downshifting' and the response is automatic and fast. Downshifting is a biological response of the brain to a fear, real or perceived.

Downshifting happens like this - information comes into the brain and enters the thalamus. A threat is perceived. The threat is immediately transferred to the amygdala. The amygdala is an organ in the brain that is the seat of our emotions and our fear center. The brain registers DANGER. Responses are then transferred down to the back of the brain. The survival system has taken over. Logic, reasoning and thinking have stopped. The brain is now downshifted. Amygdala attacks cause trouble with focusing on anything not directly related to survival. When you are afraid, you cannot think straight. You just want to run. The fight or flight response is on.

THE STRUGGLE IS BETWEEN THE CAPTAIN AND THE AMYGDALA!