

AYCA SZAPORA

KEYNOTE | TRAINING

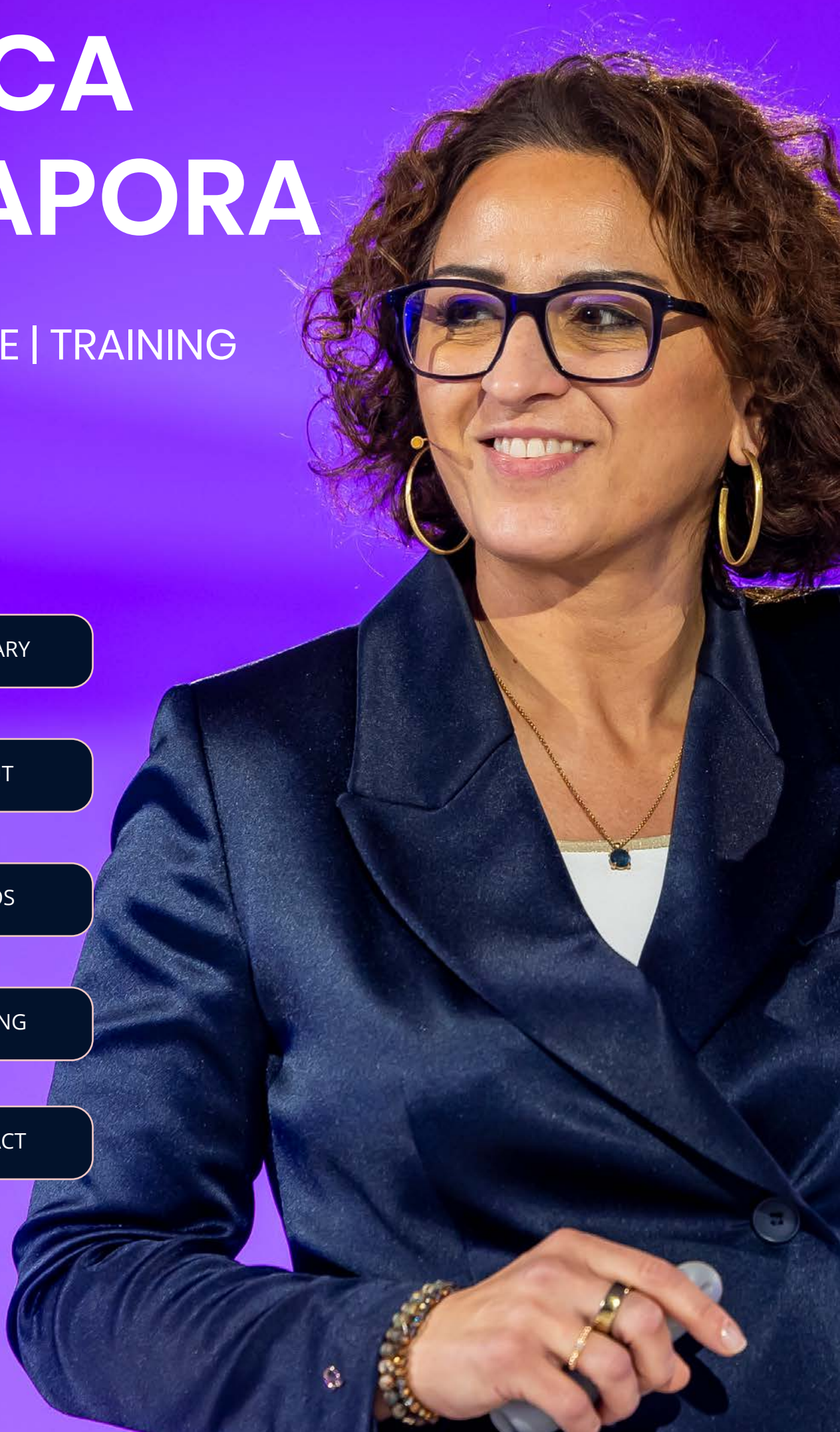
SUMMARY

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THE SUSTAINABLE BRAIN

The brain consumes a lot of energy. On average, a brain weighs 1.4 kg, which is about 2% of your total body weight. However, it uses nearly 25% of all the oxygen you breathe.

To conserve energy, your brain performs as many tasks as possible through routines. This is why people often cling to the daily routine and carry out many tasks on autopilot.

The most energy-consuming activity for your brain is conscious thinking. If you have to listen very attentively to someone for an hour, you can sometimes feel exhausted after just that hour.

Learning something new also requires a lot of energy. This is why it's a good thing that many of our actions are performed through a routine. One reason people are resistant to change is that learning new patterns requires extra energy.



THE UNCONSCIOUS BRAIN

At an unconscious level, our brains process 11.2 million bits per second. At a conscious level, this is 200,000 times slower, only 60 bits per second. So we could say, our consciousness is like a gigantic factory where 200,000 people work, and in front of that factory there's a poorly informed reporter who tries to explain what's going on in the factory—that's our conscious brain.

Why are you sitting the way you're at this moment? You just become aware of your posture right now. You didn't decide to sit exactly this way; you unconsciously settled into this position.

And now that you are aware of your posture, you are not aware of your breathing, whether you're breathing through your mouth or your nose. Now you are, by the way. Our consciousness can only focus on one thing at a time and always has a slight delay.

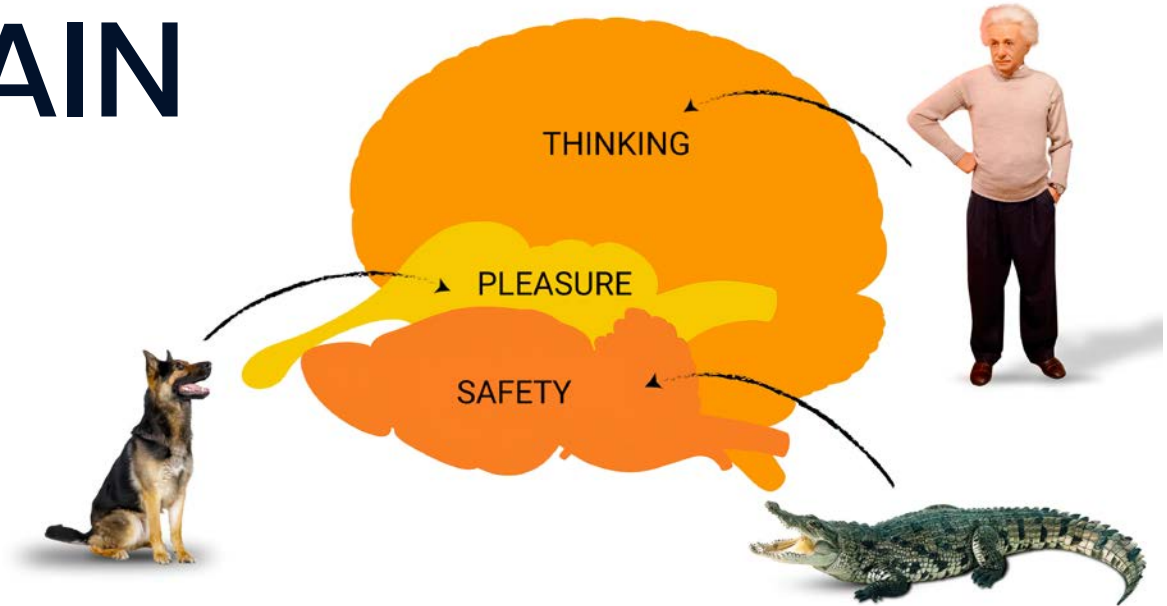
When people make a purchase, the unconscious brain makes the decision. Then the 60 bits create a story about why you bought it. But in reality, you don't know why at all.



60

11.200.000

THE LAYERED BRAIN



The brain can be divided into three layers:

- **the reptilian brain**
- **the mammalian brain**
- **the neocortex**

The reptilian brain is the oldest part of our brain and is located at the base of our skull. This layer stores our routines and instincts and constantly monitors for safety and danger. In threatening situations, it prompts us to fight, flight, or freeze. This is an automatic response that enables us to react quickly to potentially dangerous situations. Our reflexes are also controlled by this part. For our brain, trust is fundamental. Without trust, our reptilian brain remains alert and consumes so much energy that there's no capacity left for other tasks, such as creativity or innovation.

The mammalian brain, also known as the limbic system, is our emotional brain. This layer is responsible for our emotional life and our reward system. For every action we take, the mammalian brain asks itself: what do I gain from this and what does it cost me? It makes decisions based on pain and pleasure. Our emotions and reward system are closely linked to habits and patterns, which can make changing behavior challenging. Anything that requires effort

activates the pain system. Exercising is painful, while laying on the couch and eating chocolate is pleasurable.

That's why behavior change is often difficult. If you want to influence your own behavior or that of others, you can make use of this principle. Make the desired behavior easier to perform and make the undesired behavior more difficult to perform. If you want to snack less, don't place bowls of cookies everywhere. The brain tends to automatically do what is easy without thinking. It sees a cookie, picks it up, and eats it before you even consciously decide anything.

The neocortex is the most recently developed part of our brain and is responsible for our conscious thinking, decision-making, and ability to plan and set goals. This part of the brain allows us to reflect on our behavior and make conscious choices. However, our behavior is mainly driven by the unconscious brain. This means that we don't always consciously direct or control our actions, but much of our behavior occurs automatically and unconsciously.

CHANGE IN SMALL STEPS

Change is most effective when it occurs in small, concrete steps. This way, all three parts of the brain can work together.

There are two situations where all three parts work together automatically:
when you have **passion** for something and
when there's **urgency**.

When we are passionate about something, we have intrinsic motivation, so we don't necessarily need a deadline or an incentive. In urgent situations, the pressure is high, prompting our brain to find a way to break out of existing patterns.



ABOUT AYCA SZAPORA

Ayca szapora is a neuroscientist, cognitive psychologist, self-realization coach and a business expert with a black belt in lean & six sigma.

As an external advisor in brain research, she provides consultancy to universities in the Netherlands and Germany. Ayca is also a scientific reviewer at The American Journal of Psychology. Her brain research in Leiden University resulted in a number of scientific publications about creativity, unconscious cognitive strategies and how to change the way your brain solves problems and generates new ideas.

Ayca gives trainings in companies to help them use their full potential and improve their performance. She educates employees and leaders about the brain to help make change possible, simple and fun.

Her book "Change, for lazy people" is about how change really works in the brain, and why people don't do the things they want to do. Ayca takes you on a fascinating journey into the brain and shows you the tricks your mind plays on you. She reveals the most effective way to communicate and shows you how to connect, influence and change.



SHORT VIDEO

(CLICK FOR THE LINK)



Keynote Dutch



Keynote English

ADVIES EN TRAINING

DE 7 BREINWETTEN

More and more frequently, after our keynote, we receive the question: "Is there a follow-up?" or "Can we have a training session?" Therefore, we offer the training program "The 7 Laws of the Brain" as a deep dive into the keynotes!

In the "7 Laws of the Brain" training, we delve into topics like collaboration, leadership, change, and communication. Why is 70% of change management unsuccessful? What causes so much noise in communication? How can we achieve desired and widely embraced leadership within an organization? How can we enhance teamwork and connections? How do we achieve and maintain workplace happiness?

In the "7 Laws of the Brain" training we demonstrate how to take control. You will acquire a deeper understanding of the unconscious mind and receive practical tools you can apply right away. This lays the groundwork for a culture that strengthens organizations.

Available Dutch and in English.



[MORE INFORMATION](#)

CLICK HERE!



FOLKERTS & SMIT

AYCA SZAPORA

is a neuroscientist, cognitive psychologist, and business expert with a black belt in Lean & Six Sigma. Ayca gives keynotes and trainings worldwide on how to befriend your brain during a change process.

PAUL SMIT

is a philosopher, comedian, and speaker. His studies explored human consciousness and he has written 13 books on philosophy, human behavior, and neuroscience.

ARNO FOLKERTS

was the commercial director in an international organization and a CEO at an automotive holding. Now, he's a full-time speaker on culture and behavior and an advisor for top-level executives.



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