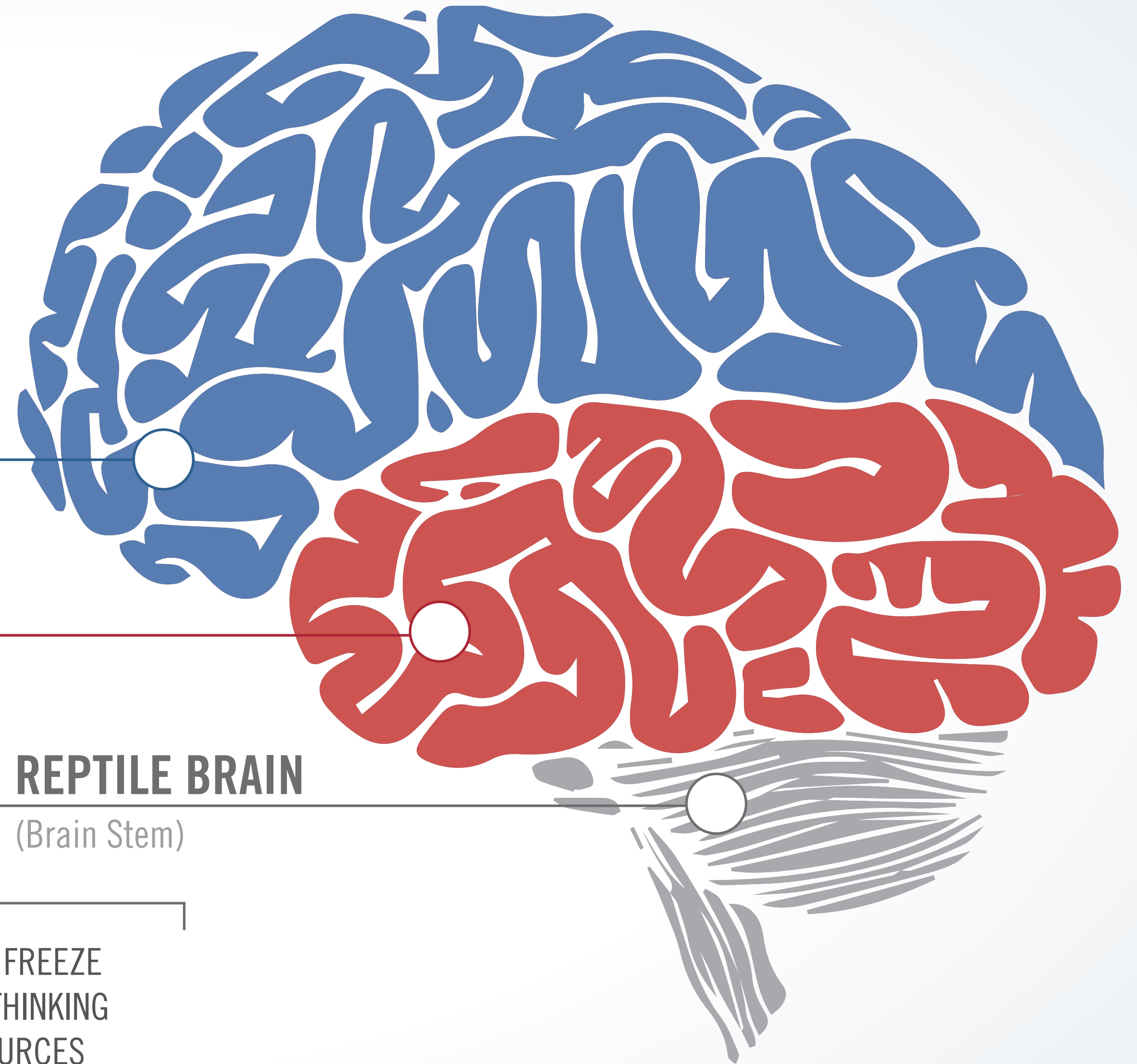


# The ENTREPRENEURS BRAIN



## EMPIRE BUILDER

(Neo-Cortex)

LOGIC & REASON  
LONG TERM THINKING  
RESOURCEFUL  
QUESTIONS LIMITS  
UNCOMFORTABLE EXPANSION

**RISK**

## MONKEY BRAIN

(Limbic Brain)

FAMILIAR + DRAMA  
MID TERM THINKING  
AVAILABLE RESOURCES  
ACCEPTS LIMITS  
COMFORT ZONE

**EMOTION**

## REPTILE BRAIN

(Brain Stem)

FIGHT, FLIGHT, FREEZE  
SHORT TERM THINKING  
SCARCE RESOURCES  
ARGUES FOR LIMITS  
SURVIVAL

**SAFETY**