The Neuro-Coaching Hour

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Words Can Change Your Brain

12 Conversation Strategies to Build Trust, Resolve Conflict, and Increase Intimacy

Andrew B. Newberg, M.D.
and Mark Robert Waldman

The New York Times

How God Changes Your Brain

Breakthrough Findings from a Leading Neuroscientist
Andrew Newberg, M.D.
and Mark Robert Waldman

TEDx

x = independently organized TED event

Tavis Smiley

Psychology Today

Forbes Entrepreneur Magazine

PBS

Public Broadcasting Service
The BrainMind and the MindBrain: THE NEUROSCIENCE OF CONSCIOUSNESS
The D.E.S.I.R.E Board

List everything from the past that has:

Really interested you
Brought you deep pleasure and joy
Gave you a sense of meaning and purpose
Pleased you and turned you “on”
Excited, intrigued, and satisfied you
Made you dream of something new or more
Given value to your life
The BrainMind and the MindBrain:

Pleasant motions create consciousness, consciousness creates feelings, and feelings create unconscious beliefs

○ = Everyday Consciousness
○ = Feeling / Memories
■ = Beliefs
■ = Intuitional Awareness
□ = Pleasurable Emotions
→ = Dopamine
Feelings & Beliefs

Emotions

Non-Conscious

Conscious

Decision-Making

Awareness
Nucleus Accumbens (NAC)

Involved in seeking, acquisition, expectancy, pleasure, reward, and placebo response
Dopamine Pathways

- Frontal cortex
- Nucleus accumbens
- VTA

Functions
- Reward (motivation)
- Pleasure, euphoria
- Motor function (fine tuning)
- Compulsion
- Perseveration

Serotonin Pathways

- Striatum
- Substantia nigra
- Raphe nucleus
- Hippocampus

Functions
- Mood
- Memory processing
- Sleep
- Cognition
The Effect of Meditation on Neural Systems Implicated in Social Judgments.

Ly, M & ML Spezio

NeuroImage 47 (Supplement 1). S194, 2009
The best decision-making is made with your anterior cingulate, NOT with your conscious frontal lobes!

- *Ann N Y Acad Sci.*
- 2011 Dec;1239:33-42.
- Contrasting reward signals in the orbitofrontal cortex and anterior cingulate cortex.
- *Wallis JD, Kennerley SW.*
Self-regulation requires a balance between lower brain regions (especially the nucleus accumbens) representing the reward and emotional value of a stimulus and upper regions associated with executive control (Wagner & Heatherton, 2011) and the dorsolateral prefrontal cortex (Hare, Camerer, & Rangel, 2009; Staudinger, Erk, & Walter, 2011) which can reduce addictive behaviors.

Pleasure, Interest, Desire, & Joy
Fear, Anger, Pain, & Sadness
If your goals, behaviors, and activities contradict your personal values, you’ll disrupt your decision-making skills.


Personal Sessions: Call Praxis 858-227-4965

Or email Mark: MarkWaldman3@gmail.com