

The Triune Brain and Procurement

Neocortex



The Neocortex manages:

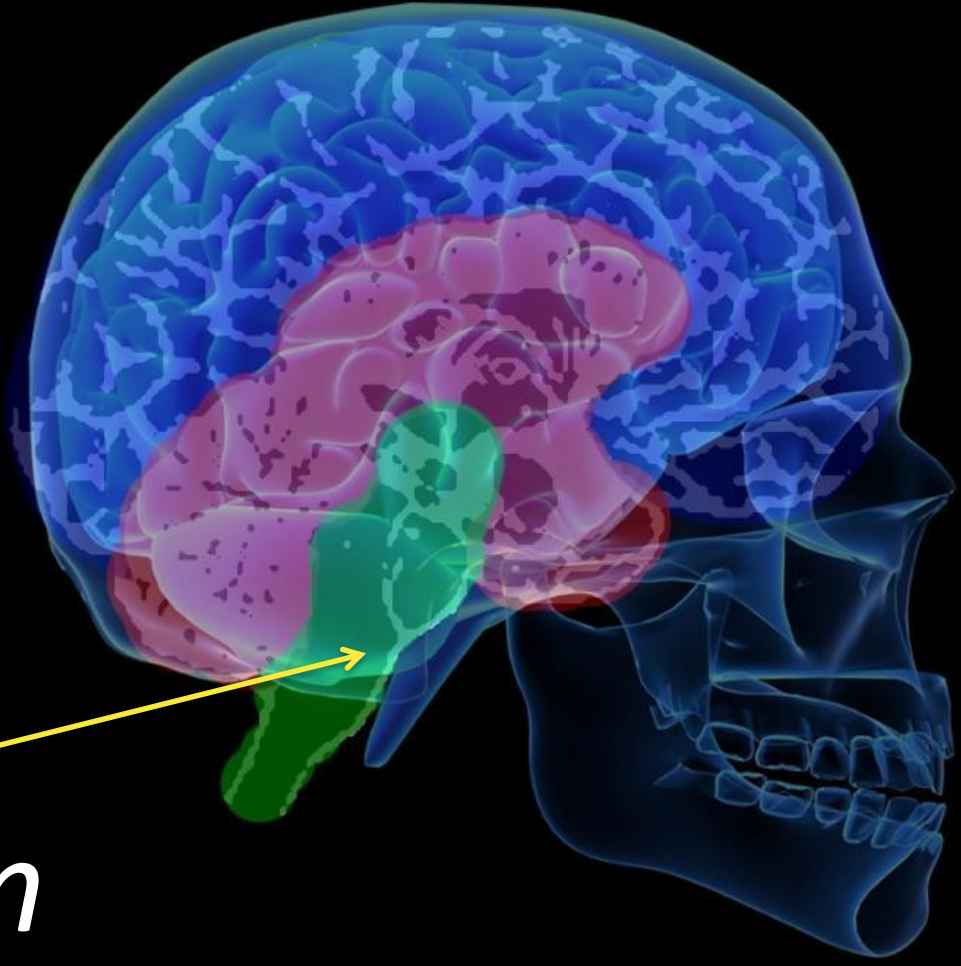
- Language
- Math and science

The **Neocortex** manages:

- Technical data and processes

The Neocortex ...

- Complex thinking
- Intellectual curiosity
- Pays attention to details



Brain Stem

The Brain Stem ...

- Responsible for survival
- Manages essential processes
- Territorial
- Scans the environment

The **Brain Stem** is only interested in:

- Food (benefits)
- Threats
- Mating

The Brain Stem ...

... is self-centered

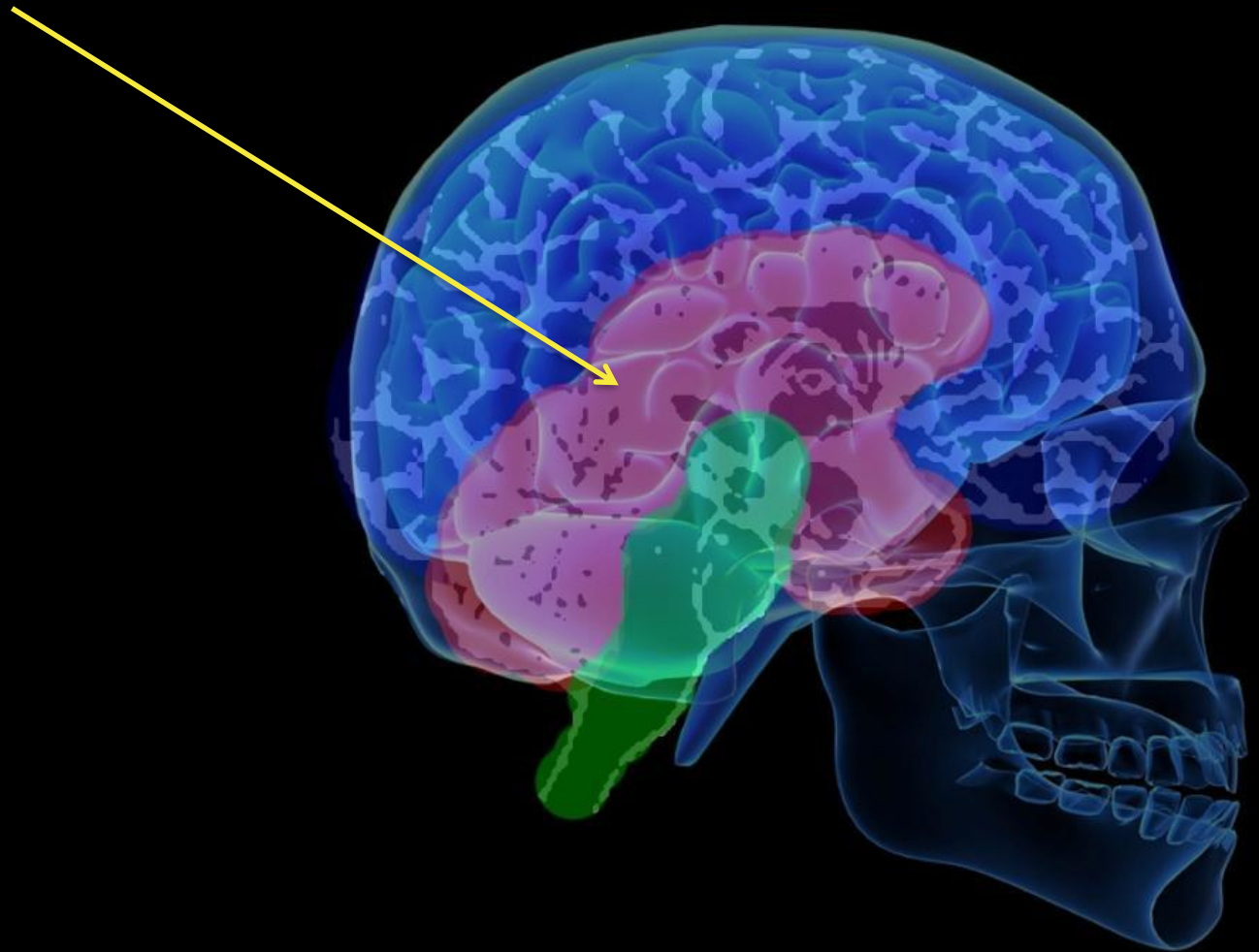
The Brain Stem ...

- Black and White thinking
- Snap judgments

When faced with **insufficient**
information ...

... The **Brain Stem** will default to a
negative judgment.

Limbic System



The Limbic System manages:

- Emotions
- Relationships

Emotions:

- Positive
- Negative

Relationships:

- Families
- Villages/tribes