



# Brain Energy and Bandwidth

Changing How We Use Our Brain to  
Uncover Type Potential



## Learning Objectives:

- ◆ Gain a basic understanding of brain energy and bandwidth
- ◆ Experience a brain energy and bandwidth quiz
- ◆ Sample a brain energy exercise
- ◆ Examine how *type* may or may not factor into brain behaviors
- ◆ Case studies

# Bandwidth Results

70-98 Good bandwidth will allow for significant capacity to maintain focus, enhance decision making and patience

40-69 Mediocre Bandwidth may affect decision making, emotional intelligence and overall productivity.

39 and below will potentially lead to derailment

What do you think are some of the top brain drainers at work and at home?





I get at least 7 hours of sleep per night



I have a regular  
meditation or yoga  
or journal or other  
reflective practice



I attend to emails at set times rather than constantly



I avoid multi-tasking.



How many times does the word SUN appear?

How many times does the word BUS appear?

How many times does the word NONE appear?



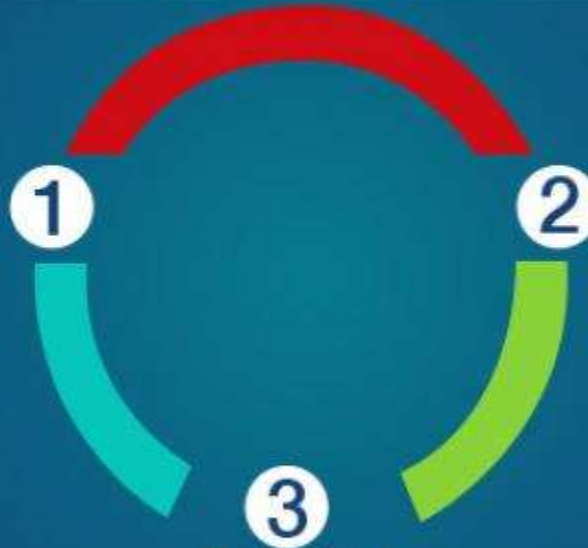
Remember the days when a secretary stood between a boss and his distractions? Now we distract ourselves with email interruptions, cell phones, and other devices!

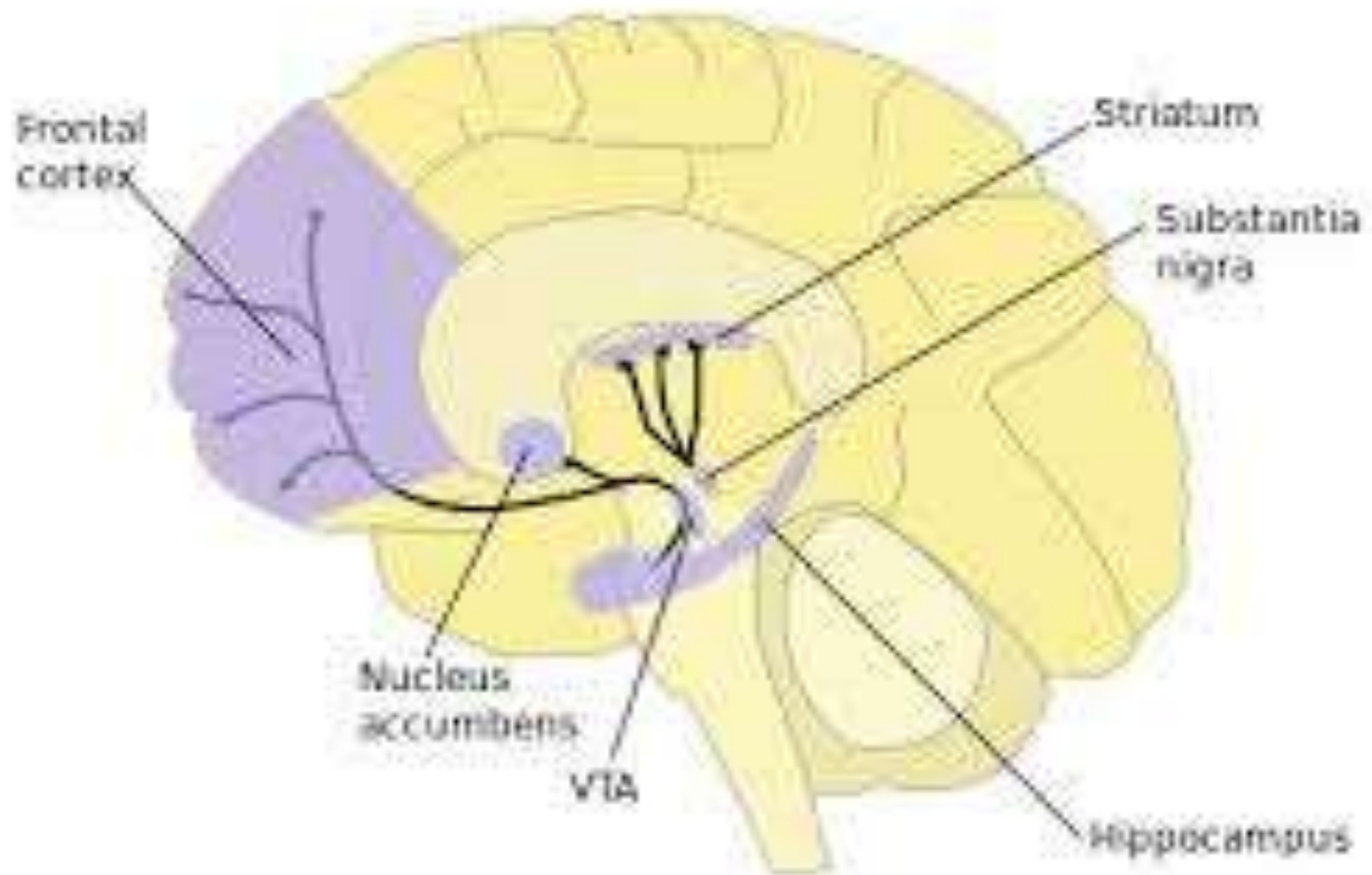
## The Habit Formation Loop

**1**  
**Reminder:**  
The cue that  
triggers the habit.

**2**  
**Routine:**  
The habit itself;  
the action you take.

**3**  
**Reward:**  
The benefits you  
gain from the habit.





This brain shows the relatively long, slower, pathway to the PFC and the quick habit basal ganglia pathway. Note that the hippocampus that processes memories is nearby.

# Habits develop because of stress:

- To alleviate pain
- To gain rewards





Is infinite choice a good thing?



Dr. Greg Huszczco helped generate the statistical analysis for this survey.

The findings are preliminary and go well beyond what we will share with you today.

N=191 overall. N=157 *type verified*

The study is ongoing.

# Response Differences by Type Preference

(Statistical analysis was T-test)

E vs. I

No statistical differences

N vs. S

Statistical differences for Fueling, Focusing, and Filtering. *N>S*  
Largest difference was around meditations practice. N's use meditation more often than S.

T vs. F

No statistical differences

J vs. P

No statistical differences except for questions Filter  
questions 1 and 2:

*- "I keep on top of multiple deadline. No sudden realizations I have overlooked something."*

*- "I build my schedule to allow for meeting overruns and and traffic delays."*



# Big Statistical Differences Seen in All Areas for:



Baby Boomers

VS.



Generation X

VS.



Millennials

**Fueling:** Boomer > X *and* Boomer > Millennial

**Focusing:** Boomer > Millennial

**Filtering:** Boomer > Millennial *and* X > Millennial

**Flooding:** Boomer > Millennial *and* X > Millennial

**\*Statistical analysis was T-test**

**\*">" means the score was statistically higher indicating a higher bandwidth score**

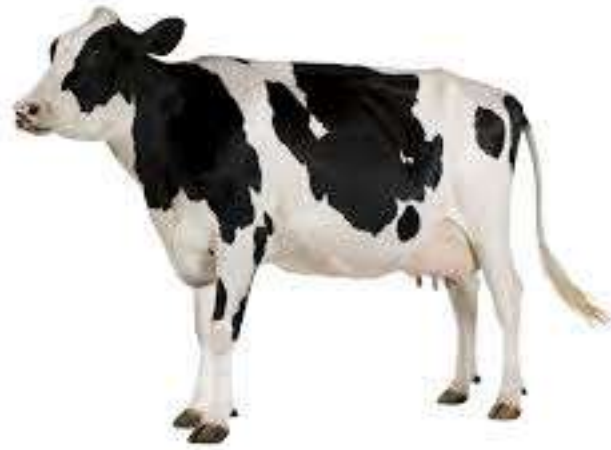


“The biggest distraction of my life is my phone. I had a large project due, so I decided to try your suggestion. I took the phone out of my pocket, shut it off, put the cover on backward, and placed it on a high shelf. Amazingly, I got everything done, and I got it done fast.”

- *A Millennial*

# Midwest Dairy

- Took an earlier version of this survey
- Noticed that 70% were below bandwidth
- Formulated strategies



Concrete changes and strategies as a result of taking this survey:

- Fridays are meeting free past noon
- Did away with one specific meeting that was unproductive
- No emails on weekends
- **Task inventory** Is it really necessary? A priority



We need more subjects! If you can help us out by having a group take the survey, please contact [annholm@annholm.net](mailto:annholm@annholm.net) or [jane@jankise.com](mailto:jane@jankise.com)

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