

Activating Brain Chemicals

Chemical	Orientation	Effect	Behaviors	Relationship to Power
TEAM				
Serotonin	The Leadership Chemical	Pride Respect Valued Protection Support	<ul style="list-style-type: none"> • Connect the now to the vision • I'll go out of my way to help without asking anything in return • Servant 	Give you the power to decide. Transferring responsibility and authority
Oxytocin	Belonging	Love Trust Friendship Bonds	<ul style="list-style-type: none"> • Belonging Cues • Vulnerability loop 	
INDIVIDUAL				
Endorphin	Star	Mask Physical Pain, Personal Opiate	<ul style="list-style-type: none"> • Push for results • Focus on metrics • Inattention to the individual 	Give/take permission/rights. You can do this, you can't do this
Dopamine	Ego	Goals Accomplishment Achievement, Progress	<ul style="list-style-type: none"> • Check off your to-do's • Loss of connection 	
SURVIVAL				
Cortisol	F.F.F.	Threat, Alert	<ul style="list-style-type: none"> • Stress • CYA • Layoffs • Rumors • Trust no-one 	Demand - will/won't do this