

# Activating Brain Chemicals

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