I. Amygdala Hijacking
   A. Right Brain vs. Left Brain Functions

   B. Amygdala Hijacking
      i) The part of your brain that is linked to emotions and aggression and controls fear responses and the secretion of hormones.
      ii) It’s “hijacked” when you experience an emotional response that is immediate and overwhelming and that part of your brain basically takes over.

   C. In what situations is your amygdala most likely to be hijacked? What will you do differently now that you understand what’s happening in your brain?
D.  

E. Prefrontal Cortex  
   i) The CEO of your brain in charge of your “executive functions” controls things like:  
      a. Focusing attention  
      b. Organizing thoughts and problem solving  
      c. Foreseeing possible consequences  
      d. Impulse control  
      e. Shifting behavior when situations change  
      f. And other important functions that result in “good judgement”  

F. Tribes  
   i) Are made up of individuals  
      a. Should be managed by resources of time and money along with which connections are your most important and will net you the highest level returns.  

G. 5 Rules to Power-Up Your Personal Brand  
   i) Rule 1: KNOW YOU  
   ii) Rule 2: KNOW THEM  
   iii) Rule 3: CREATE STRATEGY  
   iv) Rule 4: PLOT A PLAN  
   v)Rule 5: ALWAYS BE TESTING  

H. Three 3 P’s for Impactful Presentations  
   a. PREPARATION  
   b. PRACTICE  
   c. POSE  

I. WHO, WHY, WHAT