Who-I-Am Pyramid
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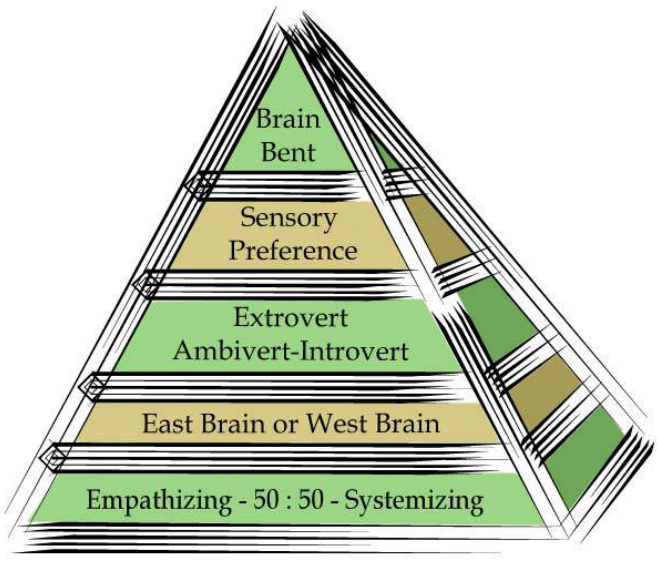
There may be as many different ways to respond to the question 'Who am I?' in relation to brain function as there are individuals on this planet. The discovery process can be challenging for a myriad of reasons (e.g., genetic and epigenetic inheritance, the impact on your genome of not only your epigenome but also your microbiome and Virome, past personal experiences, societal and cultural mores, expectations from a whole host of sources, family-of-origin issues, and perceived available opportunities and/or reward options), but the process is essential if you want to thrive by design. Society has a tendency toward a one-size-fits-all mentality. This became even more entrenched after the industrial revolution. Does one size really fit all? Of course not! It is definitely different strokes for different folks. To be effective with a cross-section of different folks, you need a cross-section of different strokes.

Very little (if anything) in life is free. You usually give something up to get something. The basic medium of exchange is energy (life force), not time or money or talent. The bottom line: you pay in energy! Evaluate how much a specific something (e.g., task, activity, relationship, careen) costs your brain in energy. Then decide whether you want to give up that amount of energy in exchange for that something.

Living authentically is energy efficient. In order to accomplish this, you need to identify how your brain functions most effectively. The 'Who-I-Am Pyramid' is a drawing that illustrates five aspects of brain function. If you can identify how each relates to your brain, at least at some level, you may be able to better manage your energy—by design. The knowledge can help you practically apply the information to enhance your success both personally and professionally. Of necessity it is a work in progress (e.g., another layer was inserted recently: East Brain or West Brain).



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The foundational first layer refers to whether your brain is primarily Systemizing (typically associated with the male brain) or primarily Empathizing (typically associated with the female brain) or a 50:50 blend of both now referred to as the Inter-sex Brain). Dr. Simon Baron-Cohen estimates that perhaps 95% of the general population may be identified in one of those three groupings; human beings believed to be a mix of both systemizing-empathizing characteristics. The remaining 5% may fall outside these three designations.

The second layer up from the bottom refers to whether your brain was born and raised in Eastern or Western portions of this planet. Emerging research from a relatively

new branch of science, Cultural Neuroscience, is surfacing potential differences in brain perceptions (and perhaps structure and function, as well) based on where the person was born and raised. Since every thought a person thinks impacts the structure of his or her brain, these differences are no surprise.

The third layer from the bottom refers to the type of environment in which your brain functions most energy-efficiently: in an environment that offers relatively high levels of stimulation (Extrovert), moderate levels of stimulation (Ambivert), or low levels of stimulation (Introvert).

The fourth layer refers to sensory preference, defined as the type of sensory stimuli that registers most quickly and intensely in your brain: visual, auditory, or kinesthetic. Sensory preference impacts the way you take in and process new information most easily, your comfort level in any given environment, and the way in which you tend to interact with others.

The top layer of the pyramid refers to your brain *bent* (also known as dominance, brain lead, giftedness, talents, or preference). Your bent impacts the way you pay attention to and manage data. Figure that out and you can better manage your brain's energy by design. At some level, human beings probably use portions of all of the brain all the time. However, in some portions there appear differences in the way the brain pays attention to and manages data. This is thought to involving the speed at which information moves across synapses in that part of the cerebrum and the amount of energy that process requires.