

# ★ AUDIOVISUAL SERVICES ★

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# ★ 2021 MIDWEST ★ DAMAGE PREVENTION TRAINING CONFERENCE



## ***The Storytelling Brain***

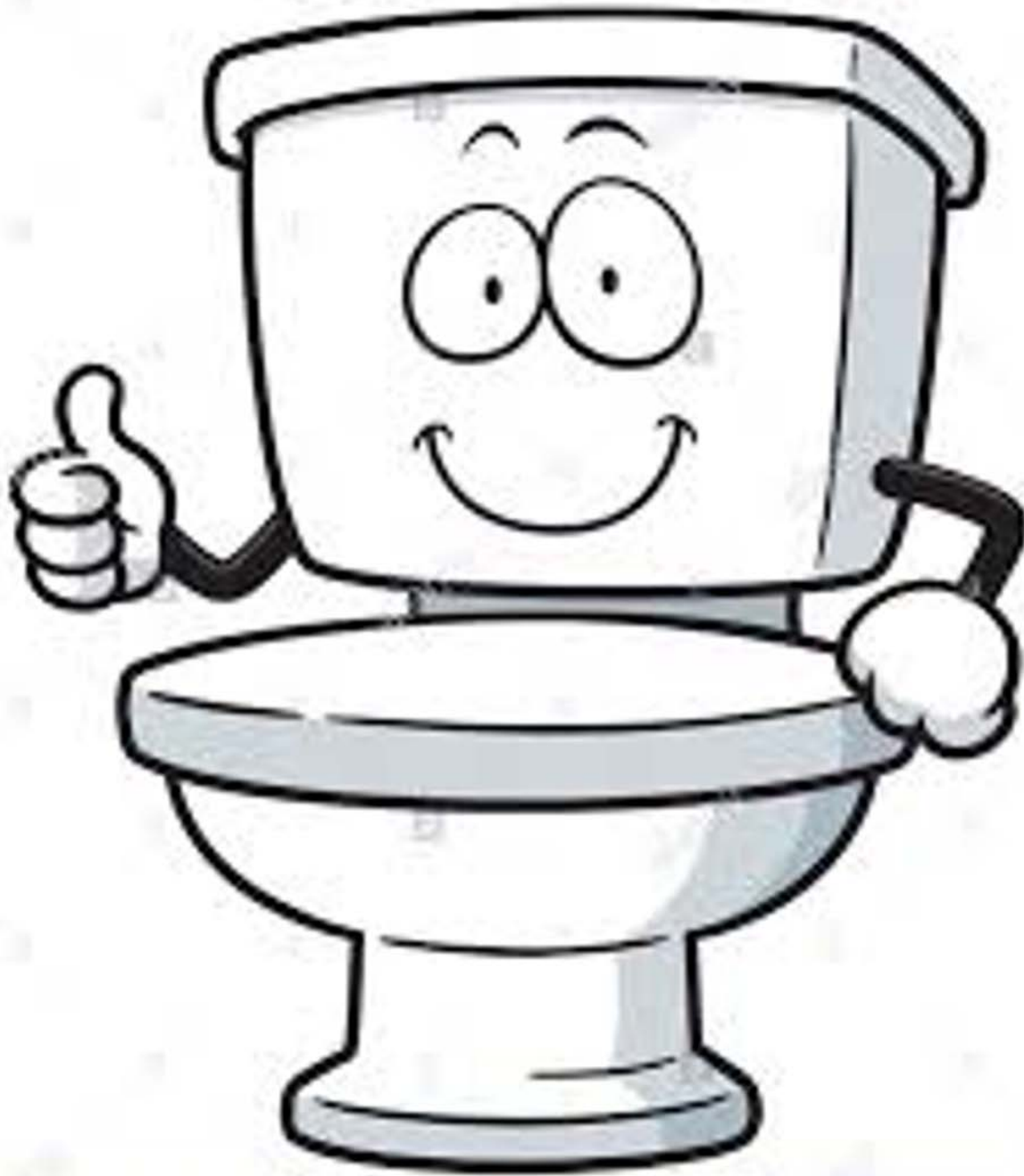
*John Brix*

November 2021  
French Lick, Indiana









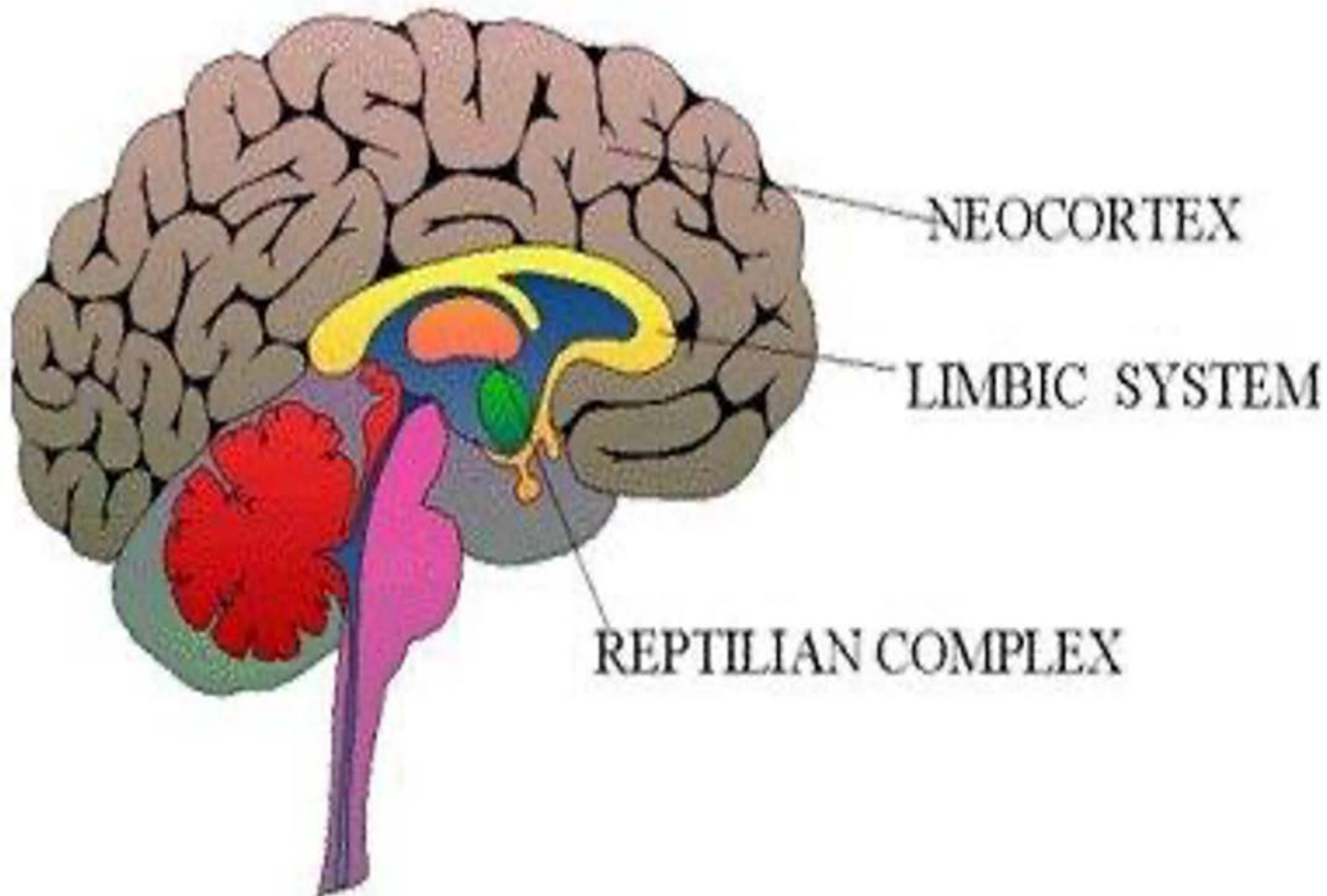
# Let's talk about Stress



# Not how to Manage Stress



# Whole new aspect on how our Mind works





# Neocortex – Conscious Mind



# Limbic – Subconscious Mind





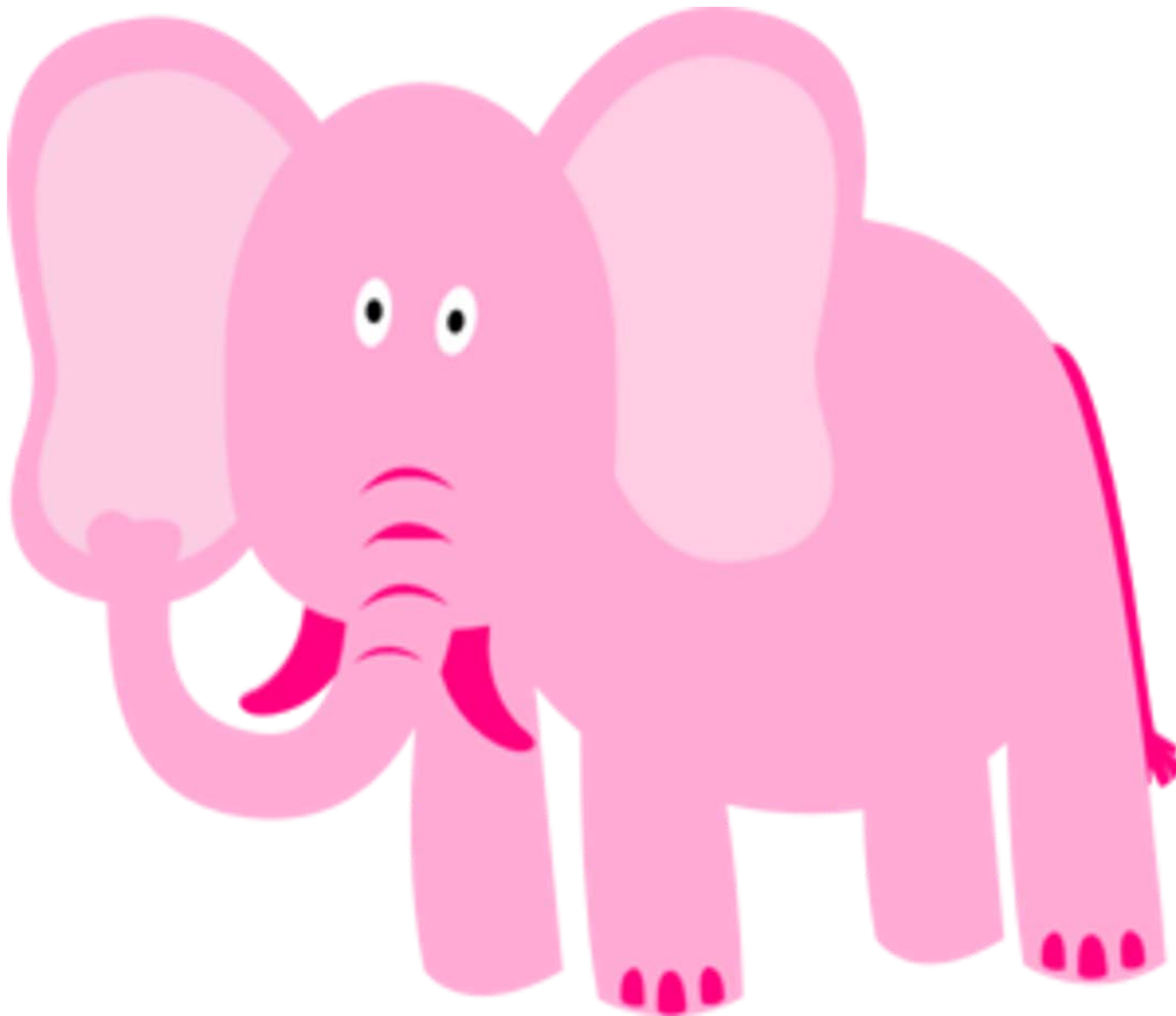
# Reptilian Complex – Chemical





Don't think of  
a pink  
elephant ...





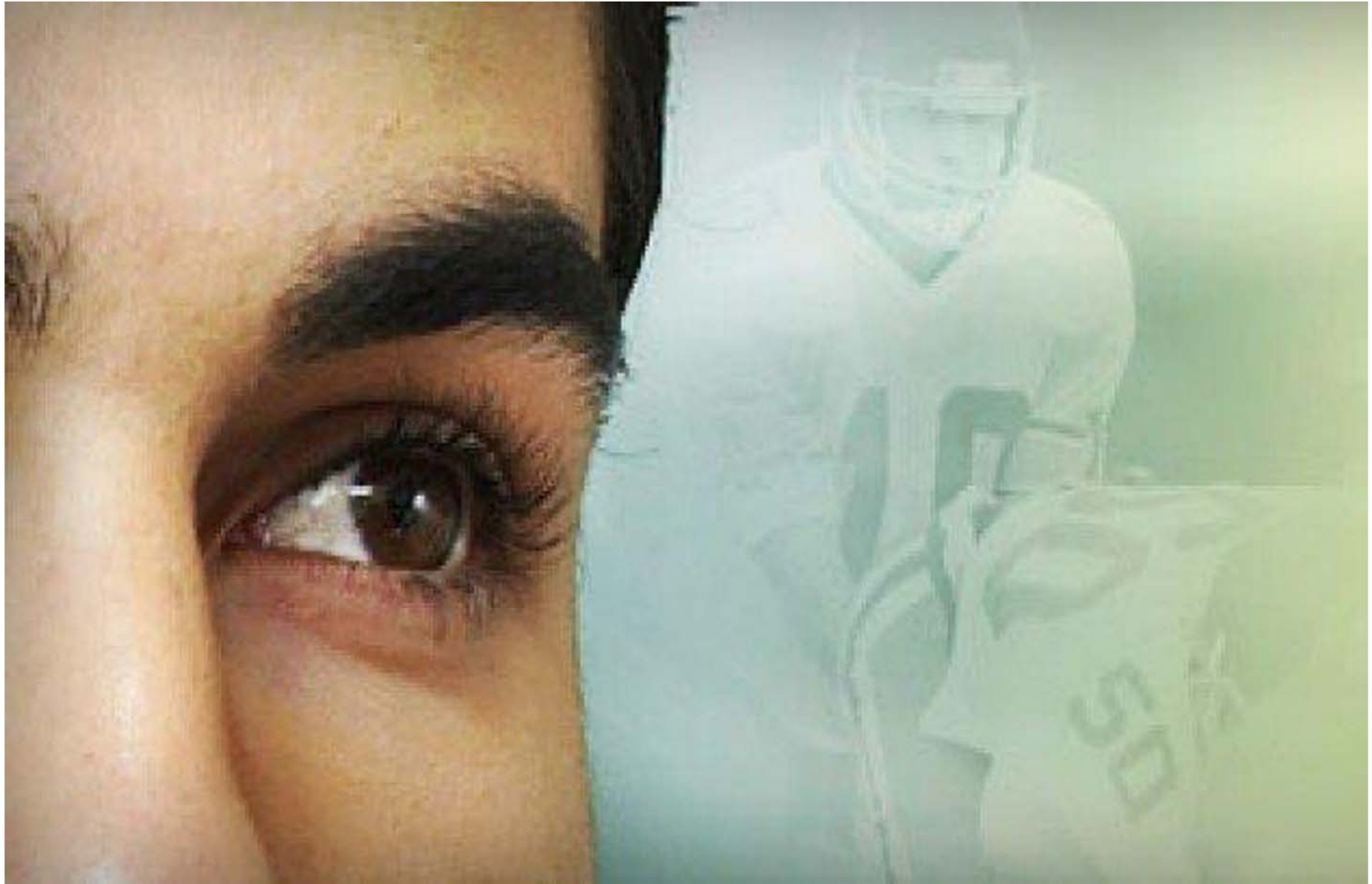
**DO NOT  
READ  
THE NEXT  
SENTENCE.**

---

**YOU LITTLE REBEL. I LIKE YOU.**

---

# Visualization



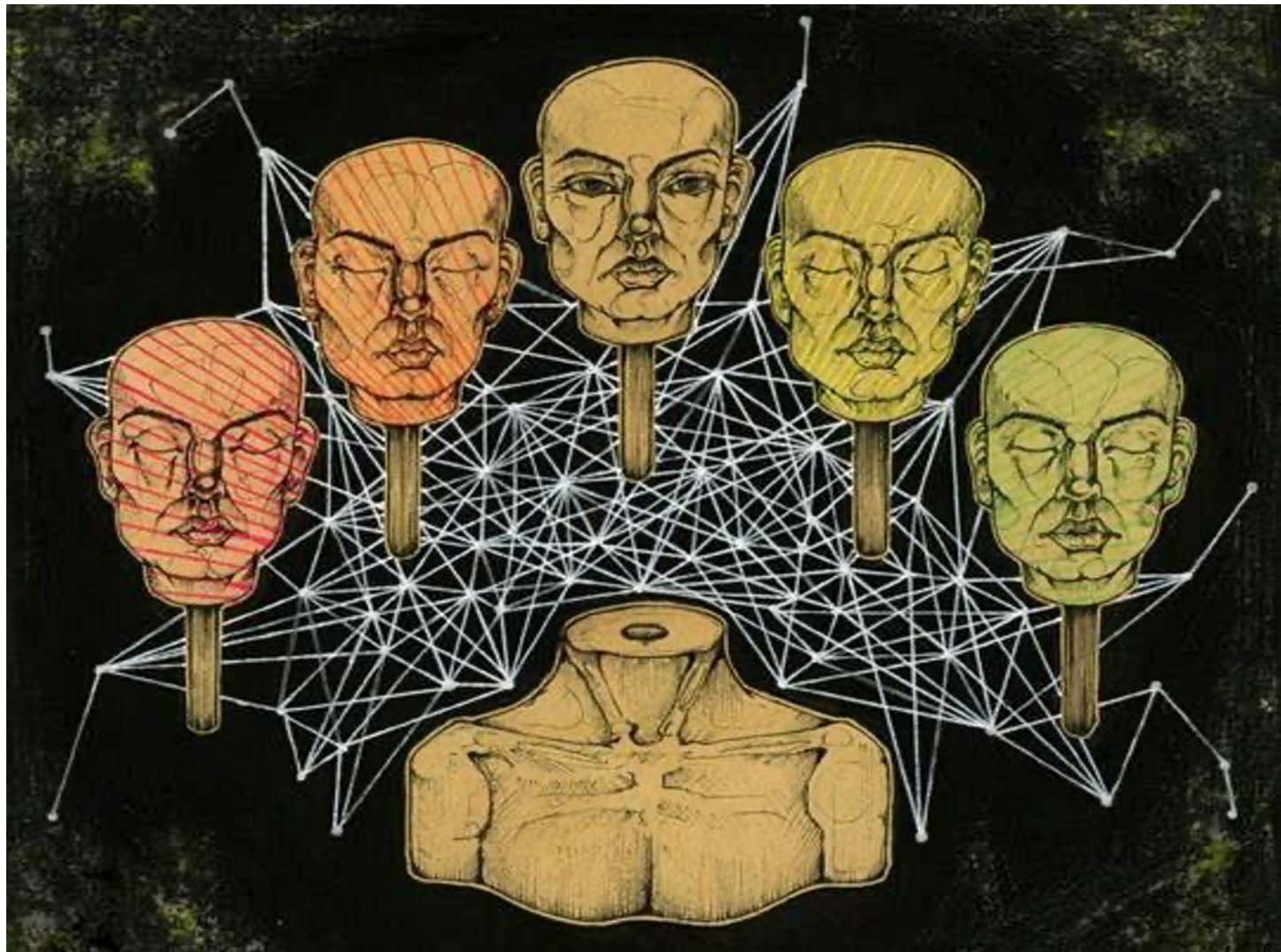
















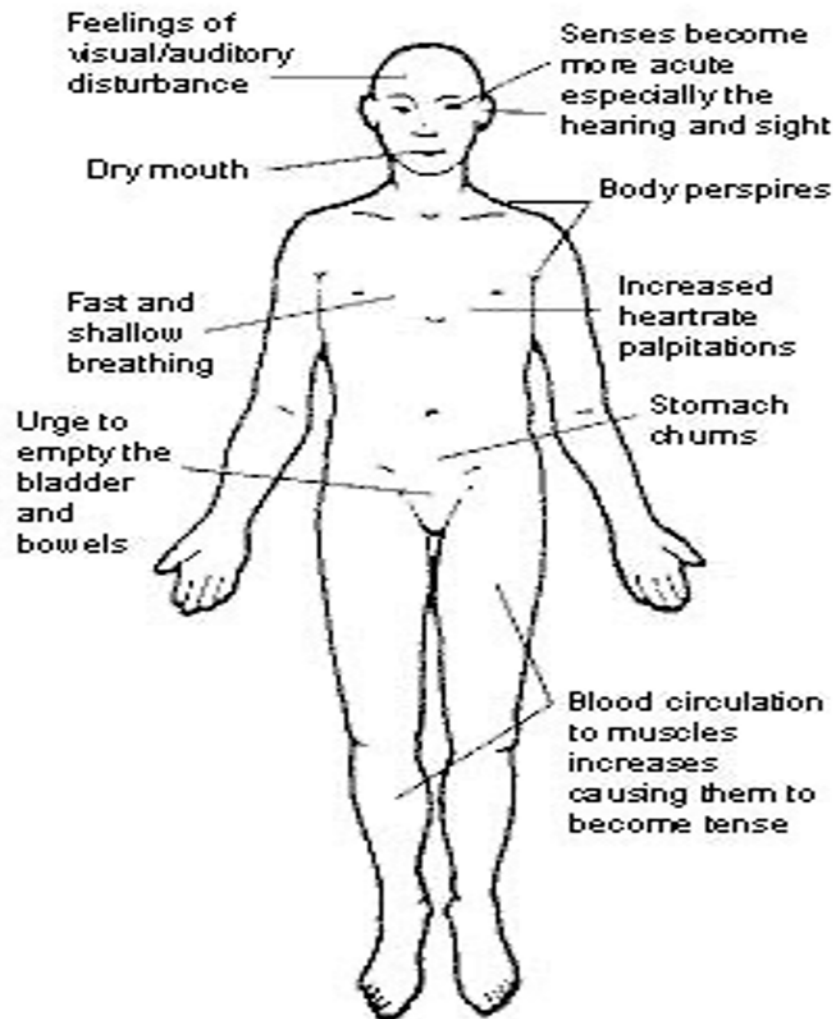
stress

# What is the Stress we are talking about?

- ❖ A state of mental or emotional strain or tension resulting from adverse or very demanding circumstances.

# Natural Chemical Response for Stress

- Adrenaline
- Epinephrine
- Cortisol



24  
Hours!

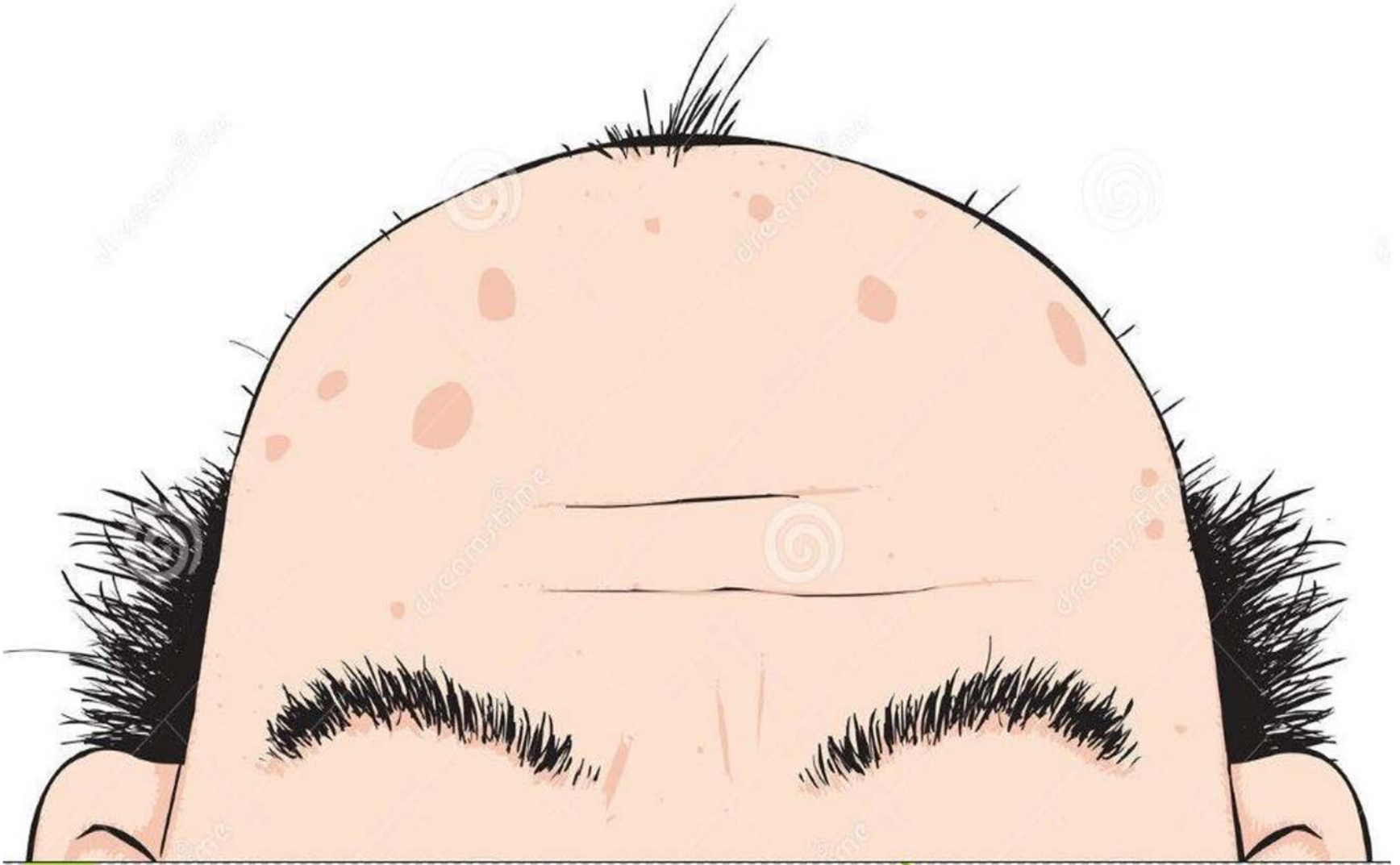




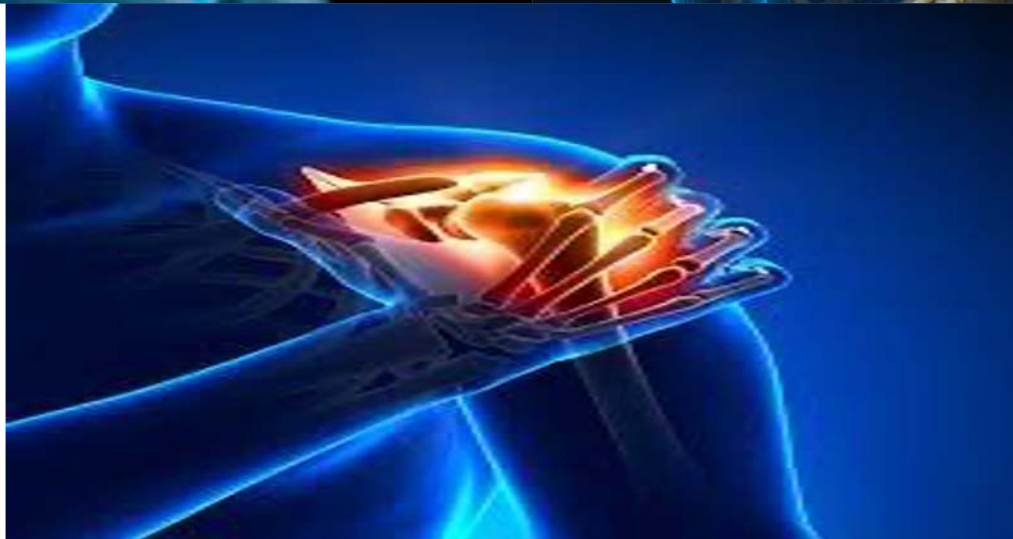
# Long Term Stress



# Hair



# Muscular



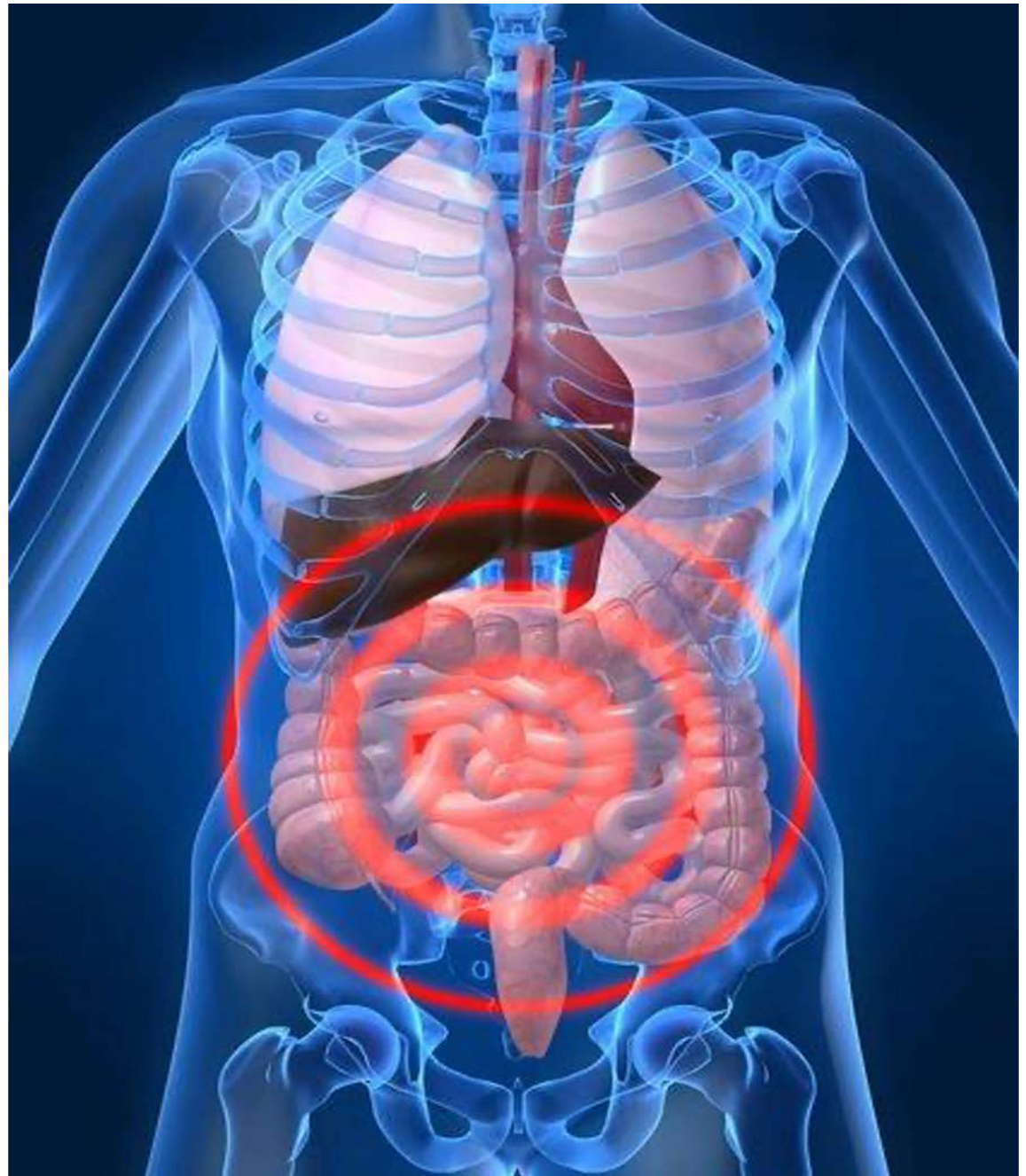


Stomach Ulcers

Gastritis

Irritable Colon

Decrease muscle  
and  
organ growth



Insomnia

Irritability

Anxiety

Depression

Decreased  
learning potential,  
memory and  
intelligence

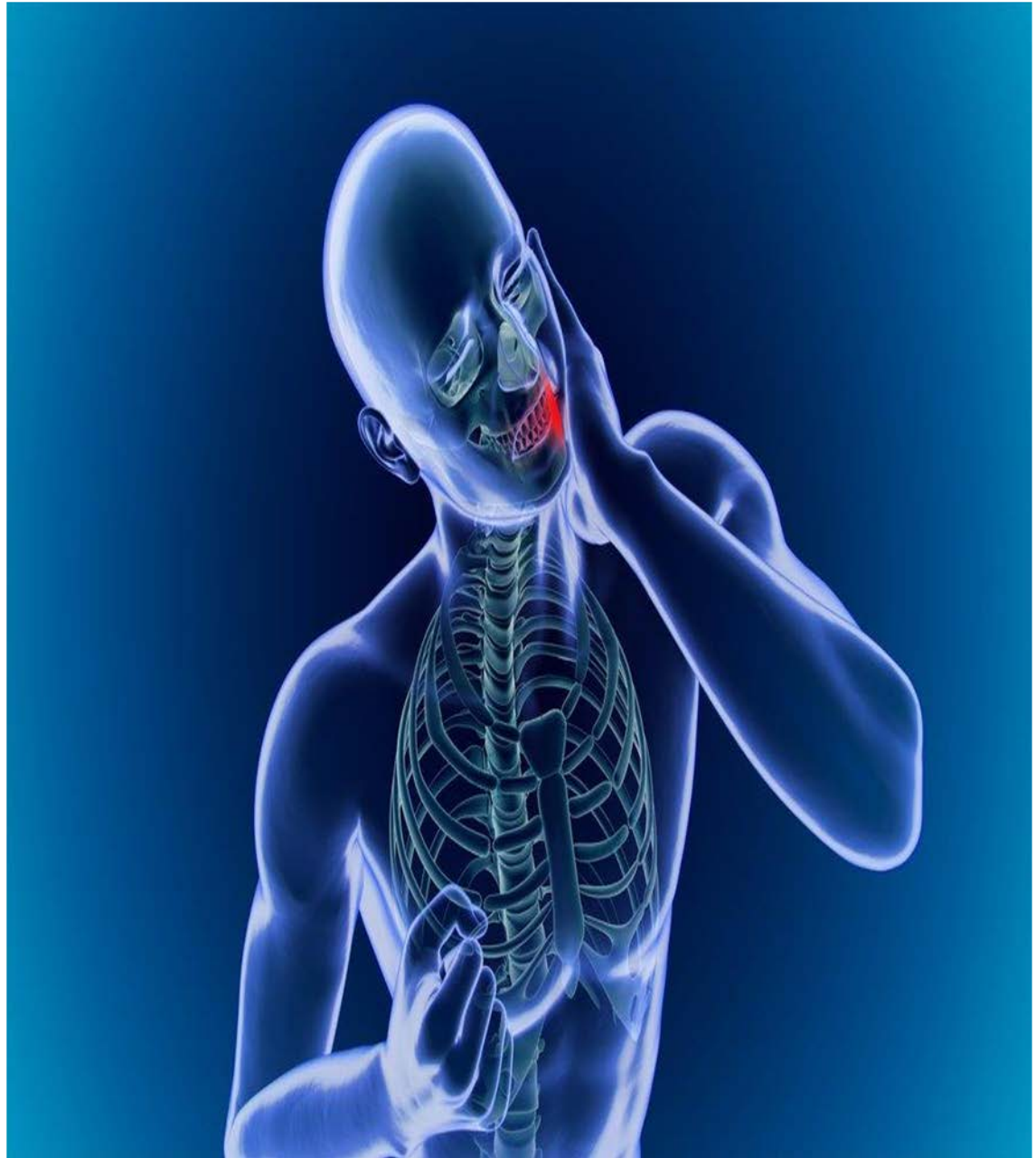


Eczema  
Psoriasis

Increased  
sensitivity  
to pain



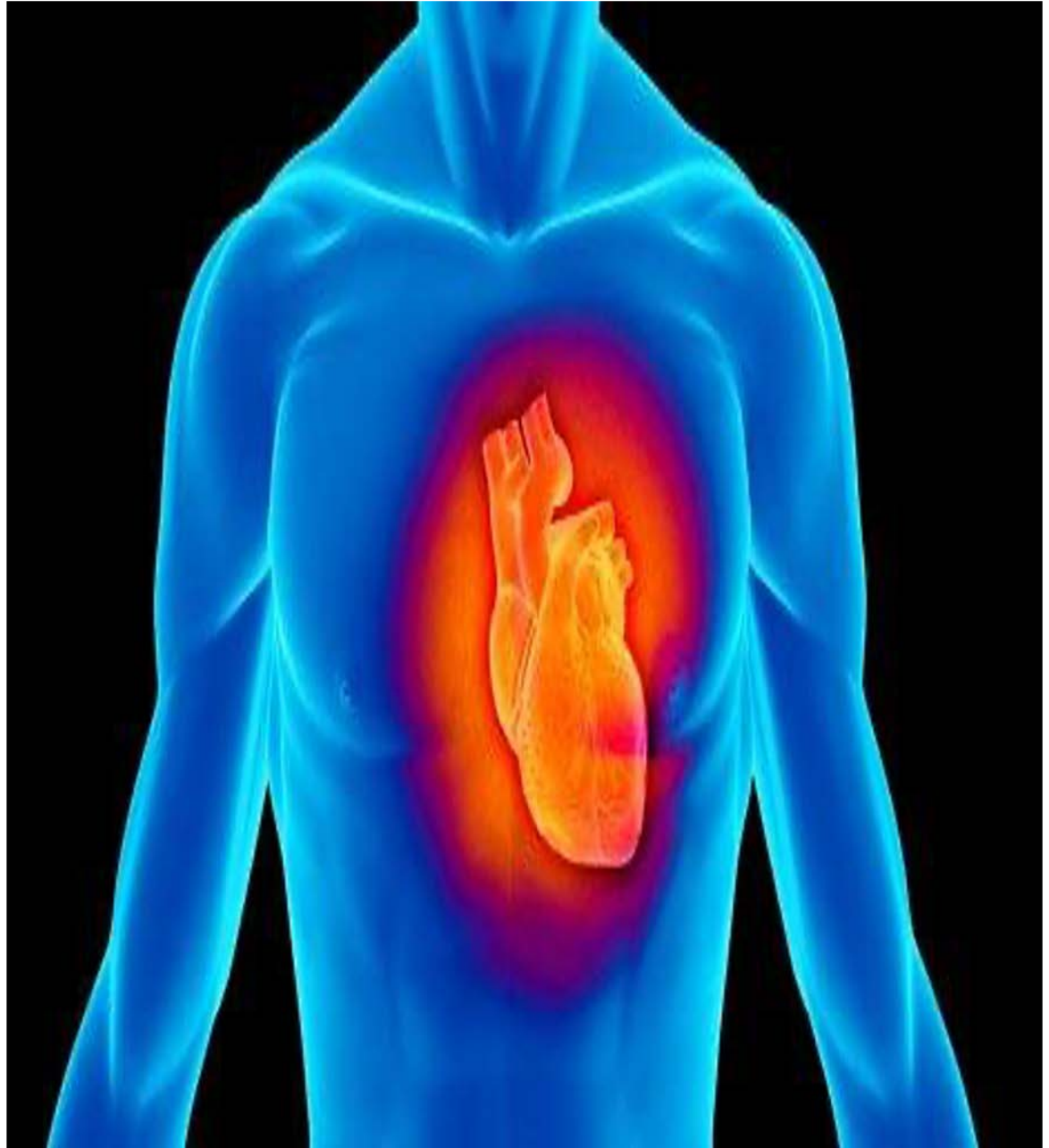
Mouth Ulcers  
Excessive dryness



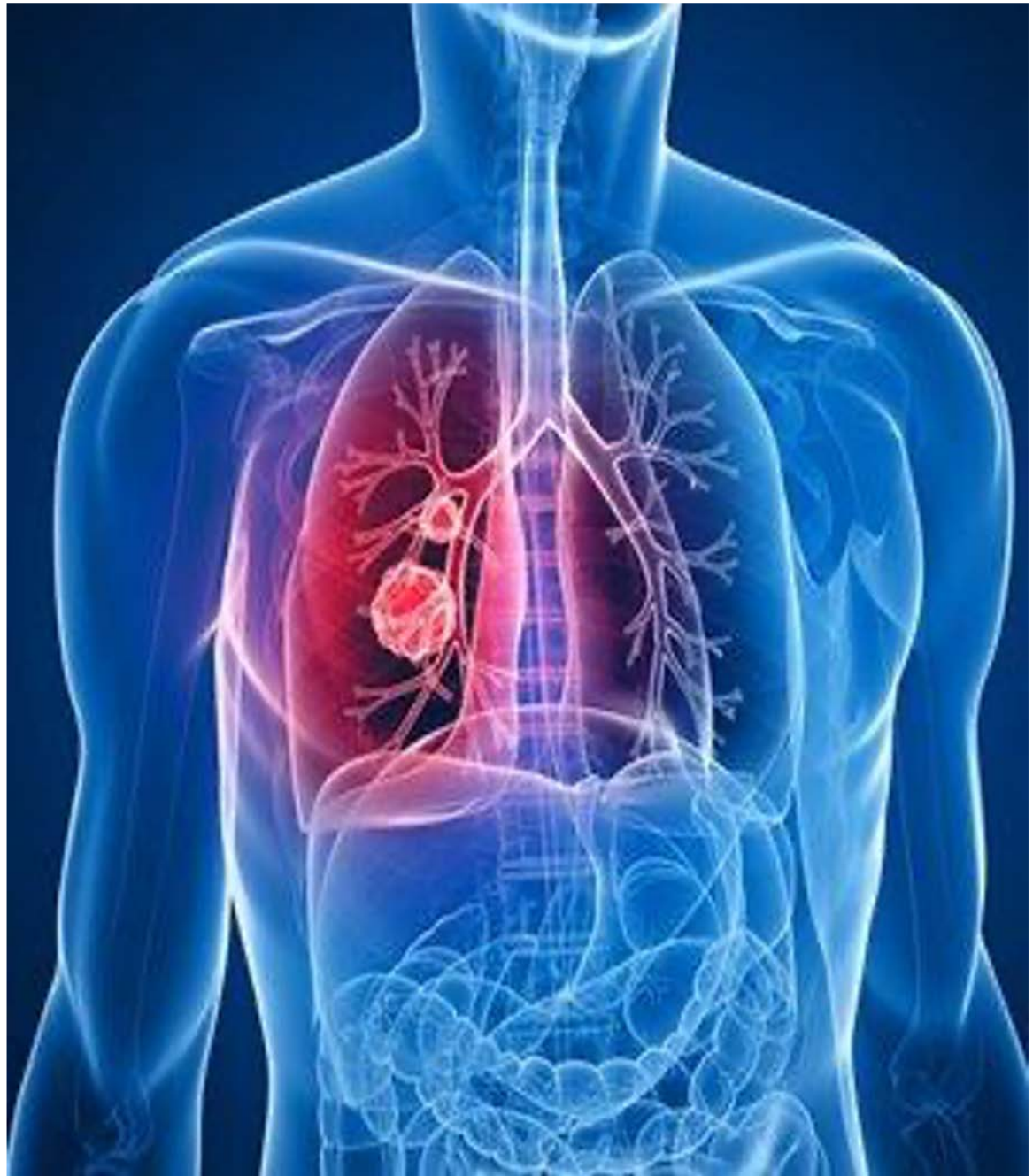


Cardiovascular  
Disease  
Hypertension

Increased heart  
rate and  
blood pressure



Exuberate  
Asthma Conditions







# Storytelling Creates Long Term Stress



**Before Work**



**After Work**





# Why do we have a Storytelling Brain?















Real Stress

I tend to stress about  
stress before theres  
even real stress to  
stress about.  
It stresses me out.

VS

False Stress









**FALSE**







**BREAKING  
NEWS**

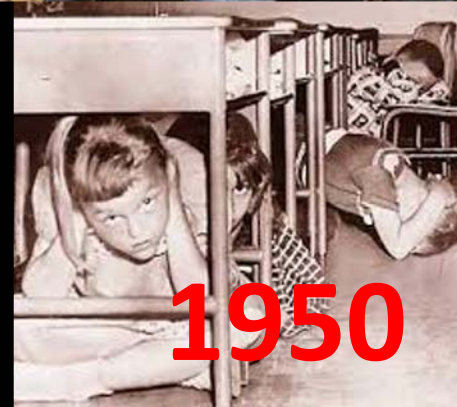
**FEAR IS  
CONTAGIOUS**



**1940**



**2010**



**1950**



**2000**



**2020**



**1960**



**1977**



**2006**

## Acid Rain Kills Life In Lakes

SPRINGFIELD, Va. (UPI) — Acid rain, which has already wiped out the fish in 30 of New York's Adirondack Mountain lakes, is rapidly killing other lakes in nearby western Canada, says a Canadian official.

Raymond Robinson, deputy minister of Canada's environmental agency, told the first international summit on acid rain Tuesday his country is determined to fight the spreading problem.

"We're simply not prepared to renege on our promises to the next century with some of thousands or hundreds of thousands of sterile lakes," he said. "As a practical matter, it

**1980**

Canada, there's no question acid rain is a trans-boundary problem."

Robinson was a key speaker at the two-day conference, which was held by the Environmental Protection Agency and the Canadian government in a bid to reach a treaty on the problem.

Robinson said the agency's new mission was to reach mutual understanding on the cause and effects of acid rain and to open debate on possible solutions.

"I look at this audience as a first step in

building substantial agreement between the states on the seriousness of the problem and the kinds of monitoring and long-term remedial actions that are appropriate," said Ciolek.

Although the acid rain phenomenon respects no political boundaries, Ciolek believes the major culprits in the United States are old coal-burning electric power plants that lack newly legislated anti-pollution safeguards.

In Canada, where half the acid rain pollution falls in from the United States, the pollution source seems to be heavy industry and non-ferrous metal smelters, said Robinson.

## Ozone hole, cancer linked

NEW YORK (AP) — "The Antarctic 'ozone hole' apparently caused record low ozone levels over Australia in 1987, said scientists, who suggested that the hole might raise skin cancer risk in the globe's southern latitudes.

**1990**



A large, intense nuclear explosion is depicted, with a massive, billowing white and yellow mushroom cloud rising from a base of bright orange and red fire. The background is a deep, dark red. Overlaid on the center of the image is the text "Y2K!" in a large, bold, black serif font.

**Y2K!**

# REMEMBER

Turn your computer off  
before midnight on

**12/31/99.**



















**I LIKE BEING  
PREPARED FOR EMERGENCIES**

**And more recently ... a great  
example of fear based  
reactions.**

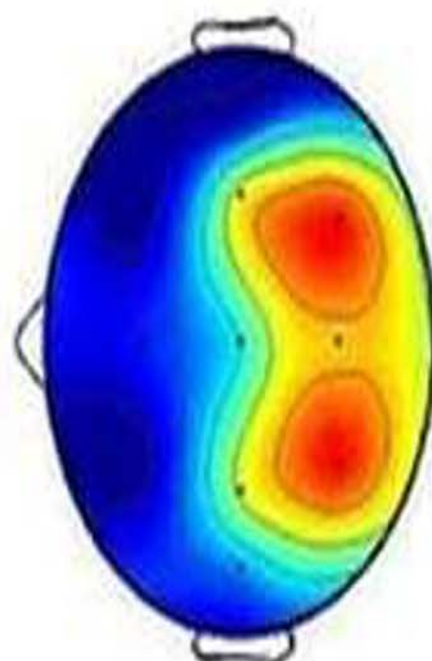
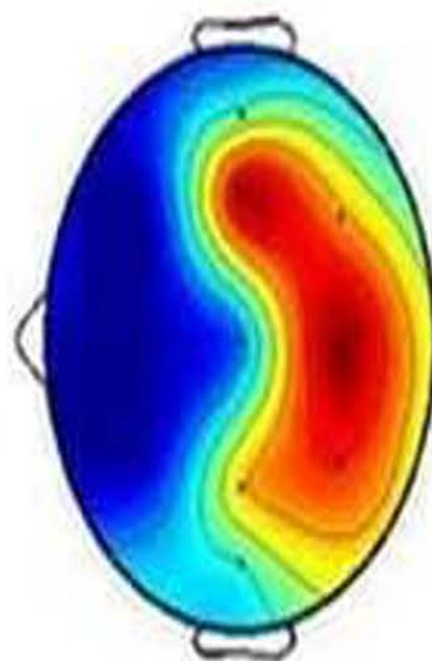
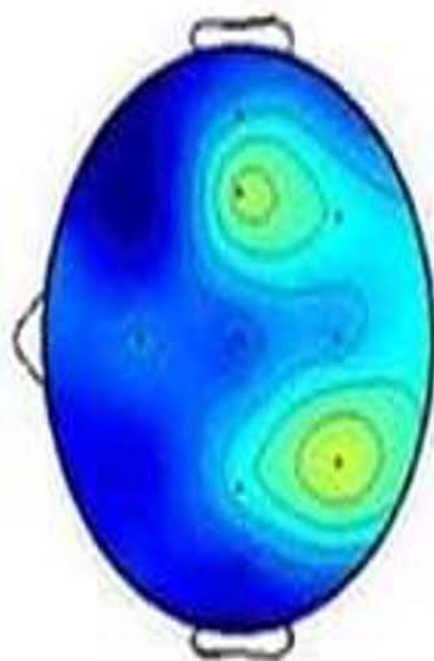
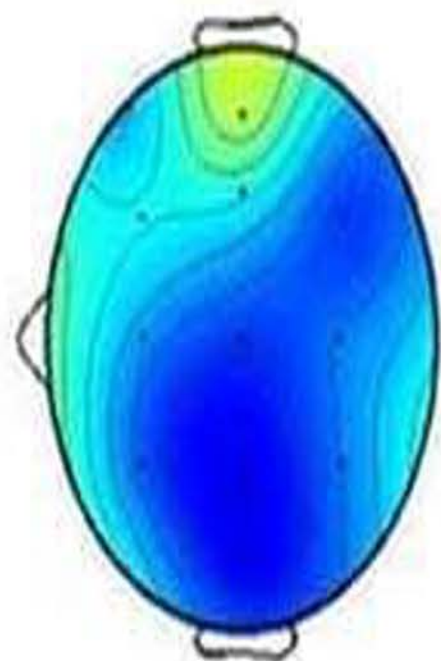
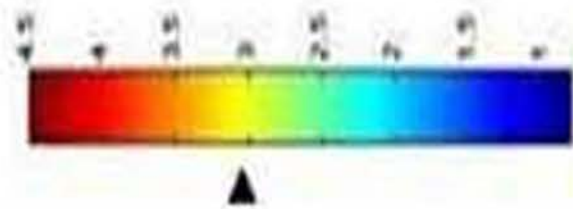


4:29 AM - Mar 3, 2020 - Twitter

# Why control The Storytelling Brain?







# Same Chemical Response Occurs



Storytelling is Good!





**You** Wrong!



# Because it's rarely right.....



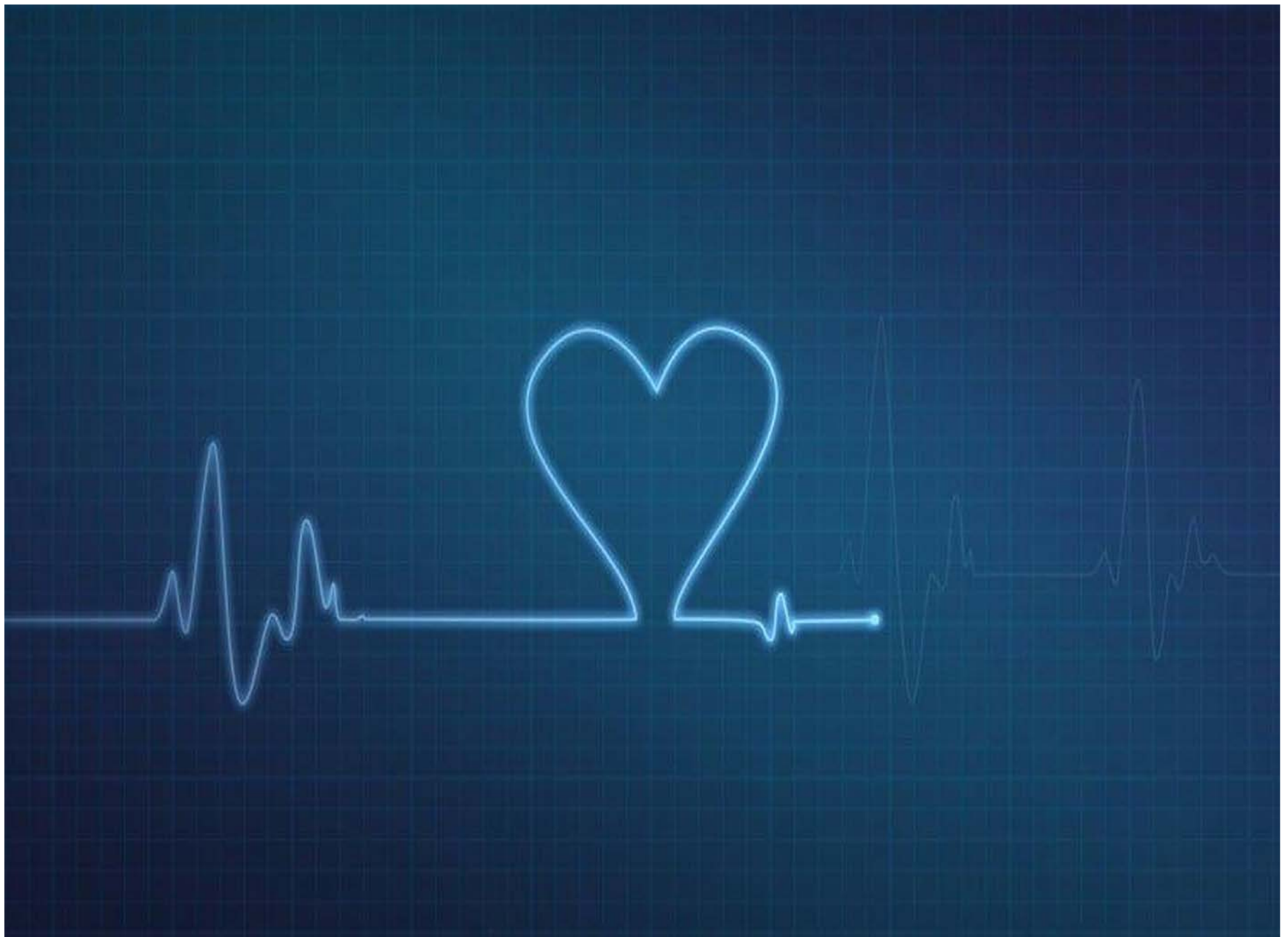
# 15'000 Rumination Thoughts





Eventually we get sick. It's not a matter of if,  
it's a matter of when.







From the book "The Boy Who Swam with Piranhas"





Is the stress Real?



Do I know.....

100%





When it involves an other person:



Did I talk to them about it?







**WE ARE  
ALL  
MAKING  
IT UP  
AS WE  
GO ALONG**



# A Thousand Deaths





What was Once Saving us is  
Now Killing Us



*SMOOTH SEAS  
DO NOT MAKE  
GOOD SAILORS*



# Questions?



This presentation and  
others will be on  
Youtube!

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