



With a weight of only 1350 grams, the brain is considered to be the most complex, sophisticated and efficiently built machine ever known. Shaped by an exceptionally long history of adaptive evolutionary forces, the brain was optimized to deal with the ever-changing, uncertain world around us. Indeed, we are hardwired for growth!

To be able to adapt your behaviour effectively we must understand where and how our feelings, emotions, thoughts and behaviours arise. For long this has been a black box. Traditionally, economists considered humans *utility maximizing, rational actors*. Indeed, this is where the *homo-economicus* came from. We were supposed to take our decisions consciously and based on reason.

Psychologists realised this was just a part of the story, inserting the mind (emotions, feelings and intuition) in the equation. Daniel Kahneman won a Nobel Prize for his work in explaining how (subconscious bias) drives predictably irrational decision making in humans. Yet, still much remained to be learned.

Now, with the rise of neuroscience, our expanding understanding about the brain has provided key insights that will help us understand why we do what we do and feel how we feel. We now conceive ourselves as emergent beings where both *nature* and *nurture* shape our conscious and automatic behaviours.

With a BrainCompass this is exactly what you will find out. It will not tell you who you are, but help you understand why you are who you are. Using a state-of-the-art DNA analysis (based on your saliva) and an online scientifically validated questionnaire, you will find out about your natural and learned talents that fill up your talent toolbox. A first step to unlocking your full potential!

You find more information at:

<https://www.braincompass.com/start-ontwikkeling>