

Build Brain 3.0 to be the change you want to see in the world

When you activate and strengthen Brain 3.0:

- you feel grounded, aligned, and whole.
- you can see and change limiting patterns, rise to challenges, and collaborate effectively.
- you inspire others and co-create healthy and vibrant relationships, teams, organizations, and communities.

Use this practical guide to jump-start your journey to becoming the fullest and highest expression of yourself.



The Calm Clarity Approach: A science-based methodology

Calm Clarity uses neuroscience to develop the leadership capacity of human beings to co-create a world where every person thrives.

Our “user manual for steering brain development” enables individuals, groups, and organizations to collaborate and co-create innovation, prosperity, and flourishing.

What is Brain 3.0?

The Framework

How your mind perceives, constructs, and interacts with the world changes as it shifts between three patterns of brain activation.



Brain 3.0
Well-Being & Mastery
Inner Sage / Higher Self

• Executive Functioning and Emotional Intelligence



Brain 2.0
Reward & Acquisition
Inner Teen Wolf

• Dopamine System



Brain 1.0
Self-Preservation
Inner Godzilla

• Threat System

Brings out our best selves

YOUR EMOTIONS

Open, connected, curious, creative

YOUR THINKING & BEHAVIORS

- Embody your core values and aspirations
- See big picture and long-term time horizon
- Be wise, attuned, collaborative, and agile
- Appreciate, lift up, and inspire people

Fixates on feeling good

YOUR EMOTIONS

Anxious, insecure, impulsive, restless

YOUR THINKING & BEHAVIORS

- Give in to urges, cravings, and addictions
- Seek gratification, relief, or control
- Mindlessly chase goals and rewards
- Treat people as objects or competitors

Settles for surviving

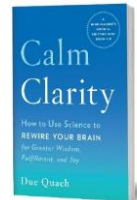
YOUR EMOTIONS

Hypervigilant, fearful, unsafe, overwhelmed

YOUR THINKING & BEHAVIORS

- Armor up, withdraw, and isolate
- Be closed to new perspectives
- Create negative spirals
- Transmit fear, insecurity, and suffering

About Due Quach



Founder & CEO, Due Quach (pronounced 'Zway Kwok'), is the author of *Calm Clarity: How to Use Science to Rewire Your Brain for Greater Wisdom, Fulfillment, and Joy*, one of Fast Company's best business books of 2018.

Due's life is a testament to the power of neuroscience as a tool for transformation and self-actualization.

As a refugee from inner-city Philadelphia, Due developed a “user manual for steering brain development” that enabled her to graduate from Harvard College and the Wharton School of Business and rise to leadership roles in management consulting and private equity.

In 2013, Due started Calm Clarity to share how neuroscience can support people, organizations, and communities to successfully navigate adversity, elevate their performance, and realize their full potential.

What's Your Strongest Pattern: Brain 1.0, 2.0, or 3.0?

Take this assessment online here: <https://bit.ly/CC-BrainPatternTool>

For each "Brain Pattern," read the 10 statements describing how it can manifest in a person's life. **Estimate how much each statement describes your autopilot using a scale of 1 to 10 where 1="this never happens" and 10="this always happens automatically."** Enter your score in the column to the right. **Sum up your scores for the 10 statements to calculate your score for each Brain Pattern.**

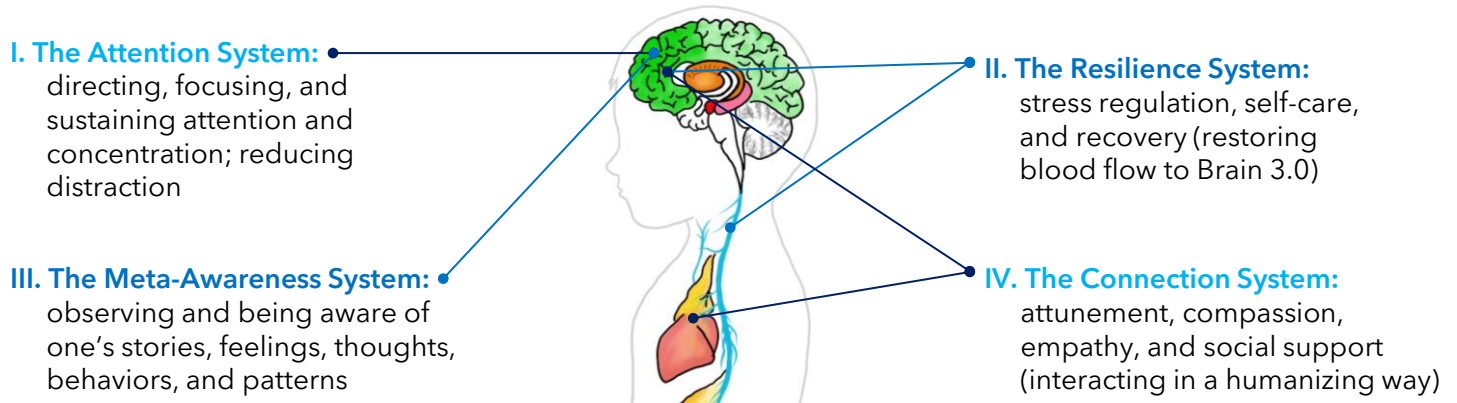
How Brain 1.0 manifests in everyday life	Scale: 1 to 10
1. Stress keeps me awake when I try to sleep.	
2. I think about what can go wrong more than what can go right.	
3. When assessing anyone's performance, I focus on the negative more than the positive.	
4. When I make a mistake, I criticize and berate myself.	
5. When something negative happens, I see it as a catastrophe and blow it out of proportion.	
6. My capacity or performance drops as a result of fear, worry, and/or conflict.	
7. When I am stressed, I become defensive and self-protective.	
8. When I am stressed, the way I communicate or don't communicate becomes a weapon or a shield (e.g. I get short-tempered, judgmental, sarcastic, and/or I stop talking or sharing information).	
9. When I am stressed, I transmit fear, worry, anger, impatience, and/or irritation to people around me.	
10. When things get difficult, I engage in excessive behaviors that help me avoid or numb my feelings (e.g. eating, drinking, gaming, binge-watching tv, shopping, etc.).	
Total Score for Brain 1.0	

How Brain 2.0 manifests in everyday life	Scale: 1 to 10
11. I rush through activities without paying attention to each step.	
12. I jump into giving advice and/or solving problems before I understand the situation.	
13. I tend to push myself to be productive until I am exhausted and burned out.	
14. I find myself doing tasks on autopilot without being consciously present.	
15. I get so hyper-focused on achieving a goal that I miss or sacrifice other aspects of life.	
16. I strive to meet or exceed expectations and want to be rewarded for doing so.	
17. I get fixated on things being done a specific way and feel agitated when things aren't done the way I want.	
18. I take control of tasks and projects to reduce uncertainty and/or discomfort.	
19. I feel strong urges to seek validation, avoid discomfort, prove myself, compete, or gain status.	
20. I compare myself with others in ways that impact my sense of security and worth.	
Total Score for Brain 2.0	

How Brain 3.0 manifests in everyday life	Scale: 1 to 10
21. During meetings and conversations, I am mentally and emotionally present with the other participants.	
22. I am aware when my stress level negatively affects how I think, feel, and/or interact with others.	
23. Whenever my mind wanders or my attention gets diverted, I can refocus my attention within one minute.	
24. I ground myself in a bigger picture perspective to make sure I don't get hyper-focused on one thing.	
25. When I make decisions, I prioritize long-term outcomes over short-term results.	
26. When I feel overwhelmed, I take steps to regulate and calm myself.	
27. When I make mistakes, I use curiosity and self-compassion to learn from the situation.	
28. I make a conscious effort to observe and recognize patterns for how my autopilot undermines my goals and aspirations.	
29. When things don't go as expected, I learn from what's not working, adapt, and create a new path forward.	
30. During high-stress situations, I reach out to others for support and guidance to better navigate the situation.	
Total Score for Brain 3.0	

Build Brain 3.0 by Strengthening 4 Key Systems

These systems form the “inner foundation” for elevating outcomes and impact

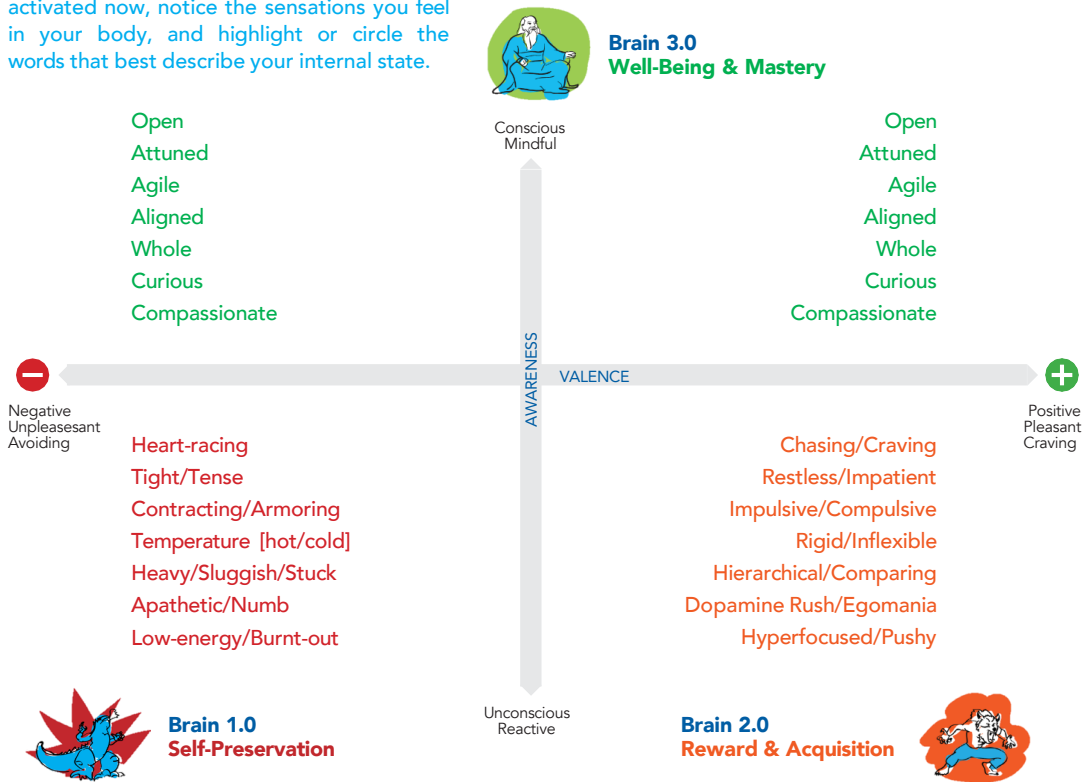


Strengthen these systems to befriend, calm, and integrate Brain 1.0/2.0

- I. The Attention System** enables you to direct and focus your attention and sustain concentration.
- Strengthening this system involves learning to constructively manage the relationship between the focused attention network (FAN) and the default mode network (DMN), which functions as an inner narrator that self-activates whenever your FAN is not focusing on a task or needs to rest.
 - A very strong attention system enables you to direct and redirect your attention whenever it gets diverted or scattered, and supports improved concentration, retention, attention to nuance and detail, and accuracy.
- II. The Resilience System** enables you to become aware when your sympathetic nervous system is aroused and take steps to calm yourself and de-escalate as Brain 1.0 and/or 2.0 get activated.
- Strengthening this system improves your capacity to recover from distress and reduces the harmful effects of chronic stress on the body (e.g., inflammation, insomnia, etc.).
 - A very strong resilience system enables you to maintain composure in times of challenge and crisis so you do not get hijacked by Brain 1.0 and/or Brain 2.0, and you can think more clearly and make better decisions.
- III. The Meta-Awareness System** enables you to notice and observe how your DMN continuously weaves experiences and narratives together to form a mental model of the world, and constructs simulations to help you navigate your world.
- A strong meta-awareness system empowers you to recognize unconscious stories, habits, and patterns hardwired into your DMN that propel you into negative spirals (i.e., into hypervigilance, anxiety, rumination, despair, conflict escalation, etc.).
 - A very strong meta-awareness enables you to catch yourself in an autopilot pattern that isn’t serving you and make a conscious choice to activate and build Brain 3.0 neural pathways that support you to act in greater alignment with your values, aspirations, and intentions.
- IV. The Connection System** enables you to form emotional connections, see other people’s perspectives, and tend and befriend in Brain 3.0 under stress rather than get swept up into freeze, flee, fight, or fawn survival mechanisms in Brain 1.0/2.0.
- Strengthening this system increases your sense of “inner connectedness” and improves your well-being and positivity.
 - A strong connection system supports you to build healthy, meaningful, and fulfilling relationships and motivates you to take actions that benefit the greater good.
 - A very strong connection system enables you to become a generator of compassion, empathy, and kindness in challenging circumstances.

Notice Exercise:

To discern which Brain Pattern is most activated now, notice the sensations you feel in your body, and highlight or circle the words that best describe your internal state.



Simple exercises to boost Brain 3.0

Try these exercise to access and bring forth your Inner Sage.

Slow Breathing

Strengthen your resilience system by calming your body.



- 1 Inhale slowly for 3 to 6 secs.
- 2 Hold your breath for 1 to 3 secs to let your lungs expand.
- 3 Exhale slowly for 3 to 6 secs.
- 4 Hold for 1 to 3 seconds to let your lungs contract.
- 5 Breathe slowly like this for 2-3 minutes to activate your parasympathetic nervous system until your heart rate slows and your body relaxes.

Beginner's Mind

Strengthen your attention and meta-awareness systems by observing and befriending your monkey mind.



- 1 Pay attention to the physical sensations of breathing, like air coming into and out of your nose.
- 2 Whenever your monkey mind wanders, with a sense of wonder, notice what it has wandered to.
- 3 Observe whatever your inner narrator says with curiosity and compassion and be open to seeing patterns.
- 4 Redirect your attention to the sensations of breathing.

Assess and Shift Your Interactions

Which box within this table best captures the dynamics of your interaction with another person or group? Experiment with using the exercises on the right to boost your ability to interact as your Inner Sage.

		OTHER PARTY		
YOU		Brain 1.0 Inner Godzilla	Brain 2.0 Inner Teen Wolf	Brain 3.0 Inner Sage
Brain 3.0 Inner Sage	Empathy and compassion	Inspiration and support	Collaboration and creativity	
Brain 2.0 Inner Teen Wolf	Domination or resentment	Transaction or competition	Inspiration and support	
Brain 1.0 Inner Godzilla	Unhealthy conflict or avoidance	Domination or resentment	Empathy and compassion	
		Closed and dissociated heart and mind		Open and integrated heart and mind

Positive Wishes

Strengthen your connection system by tending and befriending. Generate and send positive wishes to release oxytocin and open your heart and mind.



Say the following wishes for yourself and others. You can say them aloud when you are alone or quietly in your mind when you are in public spaces.

- "May I/you/we be happy."
- "May I/you/we be healthy."
- "May I/you/we be safe."
- "May I/you/we be peaceful."
- "May I/you/we be prosperous."
- "May I/you/we live in harmony."

Benefit from more resources to build Brain 3.0

Visit the Calm Clarity website for more activities, including guided meditations, podcasts, and articles. <https://www.calmclarity.org/resources>

Connect and share your feedback info@calmclarity.org

www.calmclarity.org