How to H.A.C.K. The Female Brain
What We Will Cover...

★ Understand Why You Do What You Do.
★ How To Master Your Multiple Personalities
★ Why Pleasing Your 3 Brains (With Acceptance, Connection, And Care) Is Smarter, Not Harder.
★ What You Are Wired For/Looking For. What Happens When You Don’t Get It.
★ Why You Can't Get Yourself To Do What You Know How To Do.
★ What Happens Right Before You Lose Motivation, Willpower, Or Self Control….And How To Stop It In Its Tracks Immediately.
How This Can REALLY Change Things For You...

★ If you can understand why you do what you do (the 3 brains).
★ If you can understand that at any given time, you are making decisions based on 3 very different perceptions or perspectives.
★ If you can work on ‘owning’ the things that you are wired to do as a woman (this is where shame, blame, comparison tend to come in)
★ If you can begin to ‘own’ and ‘influence’ what you have ‘fired and wired’ in your brain out of repetition. (this is the part most overlook)

You can become the ‘ruler’ of yourself.

You can become the queen of you.
Let's Dive In!
Right now there's an ongoing battle between your emotional self and your logical self -- A daily battle between your head and your heart.

But really it's just a battle of Nurture vs. Nature
Do You Ever Find Yourself Asking:

- “Why did I do that?”
- “Why do I do that?”
- “Why can't I do that?”
- “Why didn't I do that?”
- “Why am I like that?”

Well... Would you like to know why?
Less Judgement, More Understanding...

If you really want to end the battle between your head and your heart, you must STOP judging and START understanding.

So why do you do what you do? The SIMPLE answer?

★ Because you are a human. Specifically, you're a woman kind of human!
★ Everything about you (as a whole) is connected 3-dimensionally.
★ The human body and the human brain are a system of systems.
★ When you affect one system, the others will undoubtedly be affected. Until you start addressing your body, brain, and heart as a system of systems, you will never understand the entire equation or get the full story.
Your habits, actions, choices, and behaviors will always be a mish-mash and a product of what you:

- Require
- Desire
- Condition with repetition.

Another way of saying it is: Everything you do or don’t do is a reflection of

- What you need
- What you want
- What your brain is ‘used to’.
Your Brain is Looking for 3 Things:

★ **Safety**: Is there a saber-tooth tiger chasing me, a gunman in the room, or a patch of ice on the sidewalk?

★ **Prediction and Response**: Can I predict? Can I respond? Do I have the information I need? Do I have a program or a process for that? Do I have everything I need, or is something unclear? Do I have a map?

★ **Acceptance, Connection, and Care**: Do I have a family, a tribe, a place in a social hierarchy. Are my feelings or my heart in danger? Am I liked? Am I loved? Am I welcome? Do I fit in? Am I different? Do I belong?

As in this is how you are wired! It’s in your nature to want and need all of the above.
How It All Works: (The Cascade of Events)

Your Brain Is Always Looking For (3 Things)
★ Safety
★ Prediction and Response:
★ Acceptance, Connection, and Care:

When It Doesn’t Get It, It Goes Into (The 3 Forms of Threat)
★ Fight
★ Flight
★ Freeze

What Triggers Threat (The 3 Triggers)
★ Too Fast
★ Too Slow
★ Unclear Intent/Confusion/No ‘Map’
It doesn’t matter how “bad you want it”, the brain is hard-wired to resist change. But it’s also wired for peace, connection, and safety.

So the question needs to become: **How do you make change easy?**

The answer? Make it pain-less
Let's Meet Your 3 Brains:

Your Robot Brain

Your Animal Brain

Your Social Brain
The part of your brain that is like a machine-like processor that gets programmed based on whatever you feed it (it gets good at whatever it practices). It reacts or responds based on patterns and repetitions, and the more you do something, the easier and more automated it becomes. This part of your brain acts according to its perceived ability to predict, respond, or repeat something.

**Reptile (Survival Response)**
The part of your brain is looking for food, shelter, survival, and safety, belonging, and connection from others. It’s constantly seeking to “plug in” to what you need physically and emotionally.

** Mammal (Processing Emotions)
The part of your brain that is the unique, only-one-in-existence, human part of you. The part that wants to feel loved and accepted and connected—just like any other woman desires, but this part of the brain acts based on your PERCEPTION of how connected, accepted, and cared for you are—your perception as seen through your current Self-Image, Body-Image, and Self-Esteem.

**Human (Rational Thought)**
Let's Look At the FEMALE Brain!
(This is where it starts to get REALLY interesting!)
“More than 99 percent of male and female genetic coding is exactly the same. Out of the thirty thousand genes in the human genome, the less than one percent variation between the sexes is small. But that percentage difference influences every single cell in our bodies—from the nerves that register pleasure and pain to the neurons that transmit perception, thoughts, feelings, and emotions”

(Dr. Louann Brizendine)
Men Are From Mars, Women From Venus...

★ Anterior Cingulate Cortex (ACC): Weighs options, detects conflicts, and motivates decisions. It’s the worry-wort center, the area for self-consciousness, and it’s larger in women than in men.

★ Prefrontal Cortex (PFC): The CEO and queen of the brain that rules the emotions, keeps them from going wild, and focuses on the matter at hand to makes good judgments. This “pay total attention to this now” area also works as an inhibiting system to put the brakes on impulses. It’s larger in women and matures faster in females than in males by one to two years.

★ Insula: The center that processes gut feelings. Larger and more active in women.
Men Are From Mars, Women From Venus...

- **Amygdala**: The alarm system for threats, fear, and danger. Drives emotional impulses. The wild beast within; the instinctual core, tamed only by the PFC. **Larger in men**.
- **Hippocampus**: The elephant that never forgets a fight, a romantic encounter, or a tender moment—and won't let you forget it, either. **Larger and more active in women**.
- **Mirror-Neuron System (MNS)**: The “I feel what you feel” emotional empathy system. Gets in sync with others’ emotions by reading facial expressions and interpreting tone of voice and other nonverbal emotional cues. It is **larger and more active in the female brain**.
The One I Want To Highlight: THE ACC

The entire brain and human nervous system is fascinating, but if there's one particular area of the brain that deserves our attention, it is the anterior cingulate cortex. (ACC)

★ It's part of the mammal brain and is responsible for almost every human interaction we incur in our day-to-day lives.
★ That 1% variation between the sexes is especially important when it comes to the (it is bigger and more active in women)
★ Meaning it is taking up more brain space and it is actively seeking connection more than the male brain

Remember it's the part that:
★ Weighs options, makes decisions.
★ It's the worry-wort center and fear-of-punishment area (and center of sexual performance anxiety).
★ It weighs options, detects conflicts, motivates decisions.
★ It is also the area for self-consciousness.
My mnemonic device for this crazy-important part of our brain:

**ACC = Acceptance + Connection + Care**

- It's where we process it, detect it, and assess whether or not we feel "safe" that we are getting it.
- It's also a huge center for registering physical pain and emotional pain.
Women are considered “more emotional beings” than men.

But a lot of times that translates to: Women Are Crazy!

Here’s What I Say (The Reality Check)

If being crazy means that we are wired differently and experience life with more heart strings attached, then yes we are indeed the crazy gender. And with that craziness comes responsibility.

I believe it’s our responsibility to know what makes us the way we are, so that we can ‘own’ that crazy and let it empower us as opposed to letting nature at its purest run our lives.
“What we’ve found is that the female brain is so deeply affected by hormones that their influence can be said to create a woman’s reality. They can shape a woman’s values and desires, and tell her, day to day, what’s important.”

“The structure, function, and chemistry of a woman’s brain affect her mood, thought processes, energy, sexual drives, behavior, and well-being.”
The Elephant In The Room:

Here are some other findings that are very relevant to this conversation:

★ Depression rates are double in women compared to men. Same is true of anxiety.
★ Depression and anxiety are generally thought of as psychiatric disorders.
★ 80 to 90% of fibromyalgia sufferers are women.
★ Fibromyalgia is generally thought of as a musculoskeletal disorder.
★ What they found for fibro sufferers: (It’s ACC pain!)
So This Got Me Thinking...

★ What if we started looking at everything from a neurological perspective?

★ What if all of the symptoms and struggles that we face could be simply explained if we took an upstream swim to the root of the problem — to the cause of all of the effects experienced downstream?
DISCLAIMER:

I've shared with you the official facts and the research. But what I'm about to share with you is based on my own research. It wasn't officially done in a lab or under a microscope, but the patterns are on deniable...
I started observing the following ailments and their typical assessments and treatments:

- **Physical Pain:** typical treatment: address the site of the pain
- **Self Esteem:** typical treatment: address the site of the pain and psychological implications
- **Body Image/Self Image:** typical treatment: Address the site of the pain and psychological implications
- **Compulsive/Binge Eating/Sugar Addiction:** restrict, manage, assess, address
- **Emotional Eating:** Address food
- **Stress Eating:** Address food
- **Depression:** Address psychological implications
- **Numbing/Distracting With TV, Mindless Internet Scrolling, Or Any 'Negative Habit':** Control, manage, restrict, address, substitute

NOTHING wrong with any of these processes. But all of them address the effect, not the cause. They all address the symptom, not the system.
Then I Started Asking:

What would happen if (instead of treating these dis-eases of the mind and body with typical modalities) I went in with the hypothesis this was this was simply “Brain Pain”….and treated it as such?

★ Physical Pain:
★ Self Esteem:
★ Body Image/Self Image:
★ Compulsive/Binge Eating/Sugar Addiction
★ Emotional Eating:
★ Stress Eating:
★ Depression/Anxiety:
★ Numbing/Distracting With TV, Mindless Internet Scrolling Or Other ‘Negative Habits’
Let's Talk About It Shall We?
Schizophrenia (ˌskɪtsə'frɛniə/ or /ˌskɪtsə'frɪniə/) is a mental disorder often characterized by abnormal social behavior and failure to recognize what is real. Common symptoms include false beliefs, unclear or confused thinking, auditory hallucinations, reduced social engagement and emotional expression, and lack of motivation. Diagnosis is based on observed behavior and the person's reported experiences.

But This Is Just Another Way Of Saying...
Back To Your 3 Brains
(Getting to know them is the first step to know, like, trust)
What is Each Brain Saying?

★ **The Robot In You Says**: Am I safe? Can I predict what will happen? Do I have a program or process to respond?

★ **The Animal In You Says**: Am I safe? Can I predict what will happen? Do I have a program or process to respond?

★ **The Social Female In You Says**: Am I safe? Can I predict what will happen? Do I have a program or process to respond?
What Threatens Each Brain?

In other words, what triggers it to perceive ALERT, ALARM, STRESS, PRESSURE, DANGER??

★ **Your Robot Brain**: Change, Lack of prediction and response, no pattern or program.

★ **Your Animal Brain**: Danger, predators, environmental threats, survival threats, physical and emotional pain.

★ **Your Social Brain**: (Possibly) Perceptions and judgement from others, social threat, feeling different/bad/weird, feeling isolated or alone, feeling misunderstood, disconnected, unloved, uncared for, unaccepted, undesired.
What Happens When Each Brain Is Under Threat or Stress?

★ **Your Robot Brain:** Can't learn a new process, skill, or behavior. Will automatically engage the learned/conditioned behavior or program, Fight, Flight, Freeze (aka Stress Response)

★ **Your Animal Brain:** Fight, Flight, Freeze (aka Stress Response) [THE CASCADE: neurological, hormonal (cascade of threat hormones), physiological, psycho-emotive, digestive (slows/stops),

★ **Your Social Brain:** Same physiological responses as above, will also experience emotional dis-ease. (Things like anger, sadness, anxiety, rejection...or her own personal bitches (shame, blame, guilt, comparison)
Brain says: THREAT!
Nervous System is Nervous! (Sympathetic Branch of Nervous System)
Physical response
Chemical/hormonal response
Psycho-emotive/feelings/emotional response
Connection/disconnection/rejection response
Metabolism/digestion response
Good News Though: Relaxation ALSO Has a Response

- Brain says: SAFE!
- Nervous System is NOT Nervous! (Parasympathetic Branch of Nervous System)
- Physical response
- Chemical/hormonal response
- Psycho-emotive/feelings/emotional response
- Connection/acceptance/belonging response
- Metabolism/digestion response
Remember, Stress Is:

★ Neurological
★ Psychological
★ Physiological
★ Invisible

When You Are In Threat: You WILL Be In Reaction Mode!

“Your nervous system cannot tell the difference between an imagined experience and a ‘real’ experience.”

— Maxwell Maltz, Psycho-Cybernetics
The Effects of Prolonged Threat

★ **Body**: More stress, less joy, less care
★ **Beauty**: More stress, less joy, less care
★ **Brain**: More stress, less joy, less care

AND IN TURN IMPACTS ---> The Know, Like, Trust Factor

★ **Body Image**: What you say, what you see about body
★ **Self Esteem**: Do you trust in, believe, have confidence in self
★ **Self Image**: What you see, what you say about self
The Effects of Prolonged Threat

The Possible Effects on Self Care:

- **Food**: Becomes a stress or worry, evokes shame or guilt, used as a comfort drug or painkiller
- **Movement**: Tend to avoid it, use it as punishment or retribution, or can become afraid of it (if in pain, injured, or sedentary)
- **Body/Fat**: Hate on it, hide/cover it, feel ugly/undesirable, feel out of 'control'.

**Bottom Line**: As Stress Goes UP, Self-Care Goes DOWN
Let's See How It Plays Out With Food (and How You're Eating)
Food: What Your Brain REQUIRES

Your Robot Brain (Repetition/Prediction & Response)

★ **What She Requires/Desires:** To be able to predict/respond when it comes to food. To be able to count on food.

★ **No prediction/response:** Feels threatened/worried/focuses on food
Food: What Your Brain REQUIRES

Your Animal Brain (Physical + Emotional Safety)

★ What She's Noticing/Looking For (2 Things)
  ★ Notices Hunger (starvation).
  ★ Notices if she's being nourished (An animal needs [not just food but] nutrients to survive).

★ What Happens If She Can't Detect It/Predict & Respond?
  ★ Taps you on your shoulder and sends you hungry signal if it notices hunger.
  ★ Taps you on your shoulder and sends you craving signals if it's not getting adequate nutrients.
Your Social Brain (Social + Emotional Safety)

★ **What She’s Noticing/Looking For**
  ★ Acceptance, Connection, Care

★ **What Happens If She Can’t Detect It/Predict & Respond?**
  ★ Notices emotional distress or lack of connection, acceptance, care
  ★ She WILL get it from somewhere or from something
  ★ She'll use whatever she's practiced using to get that connection. If she's practiced using food to get it, she will engage in emotional eating, stress eating, mindless eating, comfort eating (using food to numb, distract, avoid, drug, kill pain)
So what are you feeding?
One evening an old Cherokee Indian told his grandson about a battle that goes on inside people.

He said, ‘My son, the battle is between two ‘wolves’ inside us all.

One is Evil. It is anger, envy, jealousy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority, and ego.

The other is good. It is joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity, truth, compassion and faith.’

The grandson thought about it for a minute and then asked his grandfather: ‘Which wolf wins?’

The old Cherokee simply replied, ‘The one you feed.’
Your Robot Brain Requires: Prediction/Response, Pattern, Repetitions
You Desire: Lose Weight, Get Health, Fit, Look ‘Lean & Toned’
(usually involves deprivation, restriction, control)

Your Animal Brain Requires: Not starve/Get Nutrients
You Desire: Lose Weight, Get Health, Fit, Look ‘Lean & Toned’
(usually means cutting calories/fat/carbs, typically no veggies [bc we've become fat and calorie phobic], no grains bc we've are carbphobic...so eventually binge on high calorie, high fat, no nutrient foods when we can't possibly take it any longer.)
Your Social Brain Requires: Connection, Acceptance, Care, Belonging from PEOPLE (AKA happy/safety/relaxation hormones)

You Desire: Connection, Acceptance, Care, Belonging (SAME THING!) but when you don't get it, you WILL get it through whatever you have ‘fired and wired’ (practiced/nurtured) to get it from (food, drugs, mindless activity, etc)
THEME: Our brains desire safety, relaxation, and ease....but we tend to give it danger, stress, and hardship!

WOMAN ——> Part Wired, Part Fired & Wired .....We are working AGAINST our nature, and AGAINST our true desires.

SOLUTION: Give your brain what it requires. Give yourself what you desire.
Let's See How It Plays Out With Movement (and How You're Moving)
Movement: What Your Brain REQUIRES

Robot Brain (Repetition/Prediction & Response)

★ **What She Requires/Desires:**
★ To be able to predict/respond when it comes to movement. To be able to count on your joints, your muscles, and your movement patterns.

★ **No prediction/response:**
★ Feels threatened/stressed ---> Further shuts down/desensitizes/loses awareness/isolates the area it can't predict and places focus on areas that it CAN predict and respond and utilize.
Animal Brain (Physical + Emotional Safety)

★ What She's Noticing/Looking For
★ Notices danger, pain, injury, or inability to use robot brain for movement. Also seeks prediction and response for safety. (No saber-tooth tigers chasing her...and if so, can she run?)

★ What Happens If She Can't Detect It/Predict & Respond?
★ Further shuts down/desensitizes/loses awareness/isolates the area/movements that it doesn't feel safe to perform and focuses on activities that it CAN predict and respond and do safely (exercise and movement can become a physical threat)
Social Brain (Social Safety)

★ What She's Noticing/Looking For:
  ★ Acceptance, Connection, Belonging
  ★ Based on above, makes a judgement of her place in her social 'hierarchy' or emotional safety and acceptance (and lots of this comes from her perception of her body).

★ What Happens If She Doesn't Feel ‘Safe’?
  ★ If she feels that her body is a ‘threat’, and she’s not feeling accepted, connected, or belonging, she will create a ‘disconnect’ with her body and look for that connection elsewhere.
  ★ There’s a good chance she will avoid things that create this distress in the future
  ★ She will still seek the connection she’s looking for, and WILL get it from somewhere or from something
  ★ She’ll use whatever she’s practiced using to get that connection (usually activities that numb, distract, avoid, drug, kill pain)
Where's the Disconnect? (Typical 'Body Changing')

• **The Robot Brain Requires:** Prediction/Response (A clear map)
• **You Desire:** Lose Weight, Get Healthy, Fit, Look 'Lean & Toned' (usually means pushing, punish, overtrain...or not moving body at all. BOTH create a 'foggier map')

• **The Animal Brain Requires:** Prevent/avoid injury, pain, or inability to move
• **You Desire:** Lose Weight, Get Healthy, Fit, Look 'Lean & Toned' (usually means push, punish, overtrain bc weight loss is priority...or to not move at all bc movement has become a threat or fear. BOTH make movement a threat)
Where's the Disconnect? (Typical 'Body Changing')

★ **Socialized Female Requires:** Connection, Acceptance, Care, Belonging from PEOPLE (AKA happy/safety/relaxation hormones)

★ **You Desire:** Connection, Acceptance, Care, Belonging (SAME THING!) but oftentimes guilt, shame, blame, comparison of body prevent you from moving out of fear of looking bad, being bad, judgement, exposure, etc. So then you don't get the physical connection or the connection to other people, and when you don't get it, you **WILL** get it through whatever you have 'fired and wired' (practiced/nurtured) to get it from (food, drugs, mindless activity, etc)
**THEME**: Our brains desire safety, relaxation, and ease.... but we tend to give it pain, stress, isolation, and judgement.

**WOMAN ==>** Part Wired, Part Fired & Wired .....We are working AGAINST our nature, and AGAINST our true desires.

**SOLUTION**: Give your brain what it requires. Give yourself what you desire.
“The Landscape of the Brain becomes what it rests on”
Less Judgement, More Understanding:

YOU AS A WOMAN
(What you do, say, think, feel, act)

1. Part ‘Wired’ that way (nature)
2. Part ‘Fired & Wired’ that way (nurture)
If you can understand why you do what you do (the 3 brains).
If you can understand that at any given time, you are making decisions based on 3 very different perceptions or perspectives.
If you can work on ‘owning’ the things that you are wired to do as a woman (this is where shame, blame, comparison tend to come in)
If you can begin to ‘own’ and ‘influence’ what you have ‘fired and wired’ in your brain out of repetition. (this is the part most overlook)

You can become the ‘ruler’ of yourself.

You can become the queen of you.
So when you ask yourself one of these inevitable questions:

★ "Why did I do that?"
★ "Why do I do that?"
★ "Why can't I do that?"
★ "Why didn't I do that?"
★ "Why am I like that?"

The SIMPLE Answer?

★ Your Robot Brain
★ Your Animal Brain
★ Your Socialized Female Brain
What Would Happen If You Simply Started Feeding Your Brains (and their pains)?

★ Physical Pain:
★ Compulsive/Binge Eating/Sugar Addiction:
★ Emotional Eating:
★ Stress Eating:
★ Depression/Anxiety:
★ Numbing/Distracting With TV, Mindless Internet Scrolling Or Other ‘Negative Habits’
I’ll Show You Mine: How I Overcame My Sugar Addiction

1. Feed myself with more nutrients
2. Feed myself with magnesium
3. Feed my feelings
4. Feed my desires

Here's a visual of how this could play out in your brain when it comes to food/eating...
Am I Intentionally Eating?
HUNGER
Vs
CRAVINGS
One Last Thing...

- You are NOT crazy, weak willed, or unmotivated.
- You are NOT overemotional, a worrywart or an over thinker
- And you're NOT selfish, irresponsible, or superficial for wanting to like how you look, move, and feel in your body.
- You're a woman, and your brain and body makes you so!
I'll Show You Mine: My Tough Gal Act (something to be aware of)

★ Just do it. Get it done. Shut up and man up.
★ She's defensive
★ She doesn't need anyone
★ It doesn't bother her
★ Something to prove, something to show
★ She doesn't care or “give a shit”
★ She knows it all
★ She's Overly analytic
★ She's Non-Believer/Skeptic
★ But she's also a 'soul orphan'
★ She's not good enough.
★ She doesn't feel worthy of praise or recognition
★ She's waiting for people to realize she's a dreamer or crazy.
★ Her body isn't worth taking care of. She's unkempt or a mess
★ She's a perfectionist (expecting criticism or lack of acceptance)
My Amazing Whoa-Man Self:

★ Accepting
★ Connecting
★ Caring
★ Helpful
★ Powerful
★ Graceful
★ Grateful
★ Feels free to dance and move and feel.
★ Feels free to eat and play and love
★ She walks a certain way, she talks a certain way, she feels a certain way, and you can see it in a sparkle in her eyes.
★ She feels the love in her life.

Bottom line: You are WIRED to care more, to want and need more connection and acceptance. Don’t fight your nature. You don’t have to be so tough! Just be a Whoa-Man 😊
Create awareness of why you do what you do (which of the 3 brains is 'talking'?).

Start ‘owning’ the things that you are wired to do as a woman (ditch the shame, blame, guilt, comparison)

Start ‘owning’ and ‘influencing’ what you have ‘fired and wired’ in your brain out of repetition. (Start being mindful of what you are doing)

Remember, this is NOT about life inside of any bubble. This is about growing to know, like, and trust yourself and integrating your goals into YOUR real world life….and you have a brain (a female brain) 24/7/365…and will for the rest of your life. So start working WITH it.
Action Items:

★ Go back and review your brain audits
★ See what you notice now that you know about your 3-D Brain
Coming Up: How To H.A.C.K. Your Female Body!
See You In the Next Lesson!