

CORE CONCEPTS



Most mental processing
is unconscious

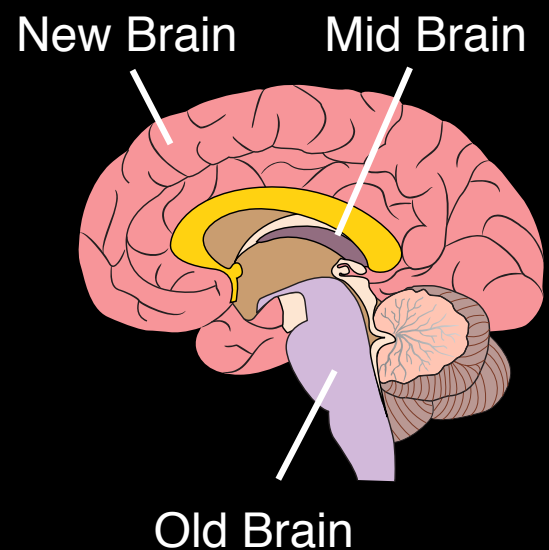


There are basic human factors of
biology and psychology that affect
what we see and pay attention to.



vs 17 X 24

System 1 thinking is
our “normal” mode.



You need to talk
to all 3 brains.