

Human Brain Architecture

Student's Name

Institution

## Human Brain Architecture

[http://www.youtube.com/watch?v=u4ZoJKF\\_VuA](http://www.youtube.com/watch?v=u4ZoJKF_VuA)

1. The architecture of the human brain affects the decisions that they make in life. It is this architecture that determines if one will take an action, leave it or do otherwise. It is for this reason that there are different outcomes on the reaction of the people from any information that is given. The human brain is said to work based on why they should do something, how they should do it and later what they should do. It is seen that people will favor an information that guides them through this process respectively (Hermans, et al. 2014). Thus, the human brain architecture will affect decisions made by the people based on why they should make that decision, their knowledge on how to take an action and by knowing what to do. As the video states, people will always buy a why idea more than the “what idea”. People favor a reason for doing something more than the subject matter in consideration.
2. The human brain architecture means a lot to the organization that tries to recruit and retain employees that are fit for its objectives. First, the organization will need to take into consideration why they need to have the employees on board. It is the reason or the vacancy that exists that will guide the decisions by the organization to have the employees. In addition, the organization will be guided on having the employees by determining how well they will be able to recruit the employees. This could be by conducting interviews and surveys on all the potential employees to determine the best. Finally, the leadership is guided on what kind of employees they will need for the organization. This means that the process of determining the best employees that are fit do not start from looking for them. The company learns that it will first determine why the employees need to be in the company (Ruff & Fehr 2014). The next process will be determining the best ways for attracting and determining how to get such employees.

Such methods such as advertising could be taken as some of the ways to have them on board. The final stage that leadership gets to learn is the “what bit”. This will guide on who are the best employees. This could be based on their experience, education levels as well as their competence in the areas that require employees.

3. The human brain architecture has a meaning to the aspect of building a strong customer loyalty. In this regard, the leadership and the organization as a whole will still follow the procedure of making decision in a systematic manner. The need to have the loyalty of the customers as well as a deep relationship with them will determine how the decisions will be made. Thus, the leadership will start with why they need to have the strong relationship with customers, how they will do it and what they will do to attain it. In this regard, the leadership will decide why they need to have the strong relationship with customers for a bright business future. In addition, they will determine the various alternatives that they can apply along the way to attain the customers loyalty and a strong relationship. The last bit will be the determination of the best alternative to apply (Hermans, et al. 2014). This the strategy to use to have the employees loyalty as needed. His for example could be, to maintain a good communication medium with customers, and one that allows instant response to customer’s queries.

## References

- Hermans, E. J., Henckens, M. J., Joëls, M., & Fernández, G. (2014). Dynamic adaptation of large-scale brain networks in response to acute stressors. *Trends in neurosciences*, 37(6), 304-314.
- Ruff, C. C., & Fehr, E. (2014). The neurobiology of rewards and values in social decision making. *Nature Reviews. Neuroscience*, 15(8), 549. Retrieved from: [http://www.youtube.com/watch?v=u4ZoJKF\\_VuA](http://www.youtube.com/watch?v=u4ZoJKF_VuA)