

*Britt Andreatta*

CEO, 7th Mind, Inc.  
brain-based solutions for today's challenges

**Former CLO** at Lynda.com (now LinkedIn Learning)

**10 million+ views** worldwide of online courses

Author of **3 books** on the brain science of success

**PhD**, Education, Leadership + Organizations  
MA in Communication/Media


Professor + Dean at University of California and Antioch University

A circular portrait of Britt Andreatta, a woman with short reddish-brown hair, wearing a blue blazer over a green top.

Do you know...?

Which brain structure tracks our failures?

- A. Basal ganglia
- B. Hippocampus
- C. Default Mode Network
- D. Habenula

A large, thick orange question mark.

### Do you know...?

How many different types of memory do humans have?

- A. Two
- B. Four
- C. Five
- D. Nine



### Do you know...?

The best way to boost learning is with:

- A. 3 retrievals spaced with sleep
- B. 20 minute segments
- C. 40-50 repetitions
- D. Psychological safety





VR codes in the brain  
as a lived memory

## Pathway

Critical new findings  
in neuroscience

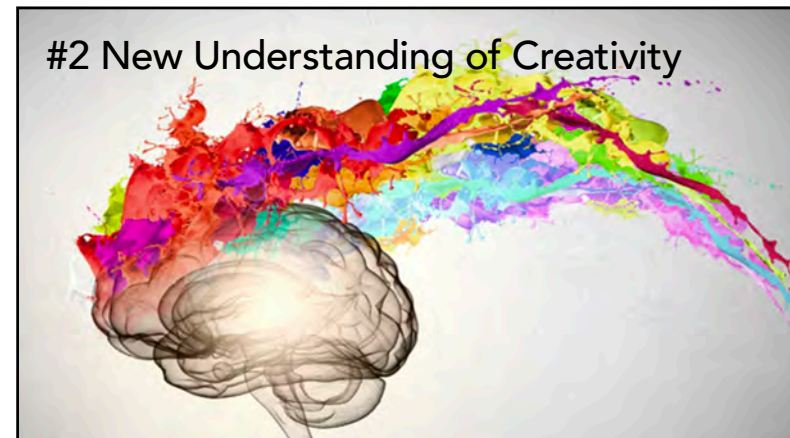
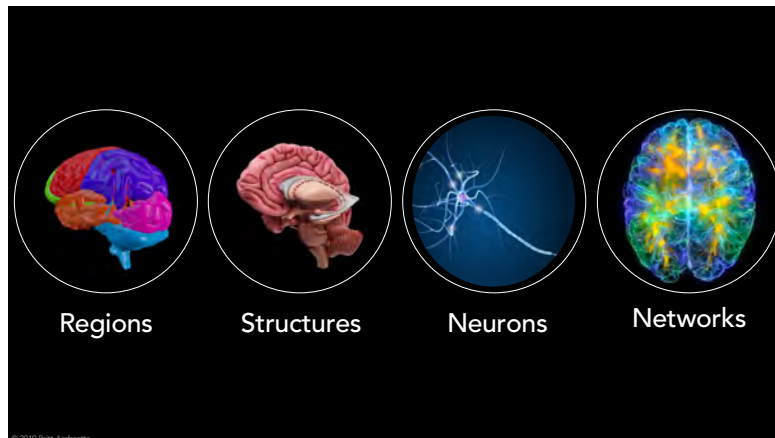
Memory Matrix

Three-Phase Model  
of Learning

Strategies for  
Learning Pros



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## The Aha! Moment



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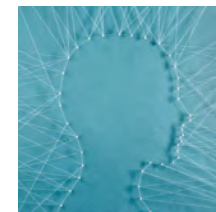
## Brain Science of Insight



PREPARING  
BRAIN

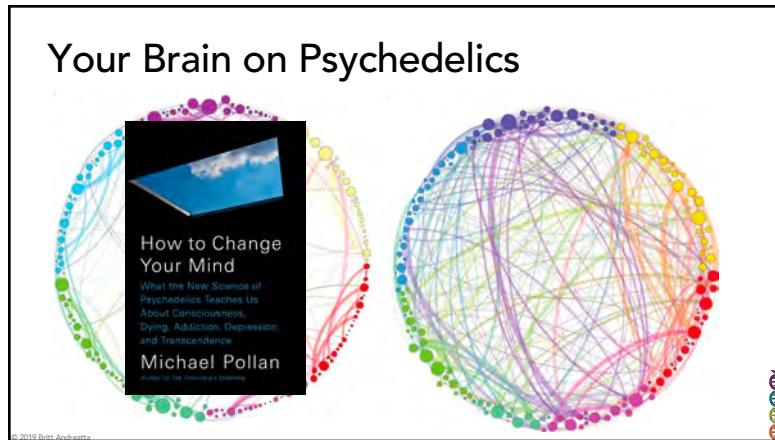


RESTING  
NEOCORTEX

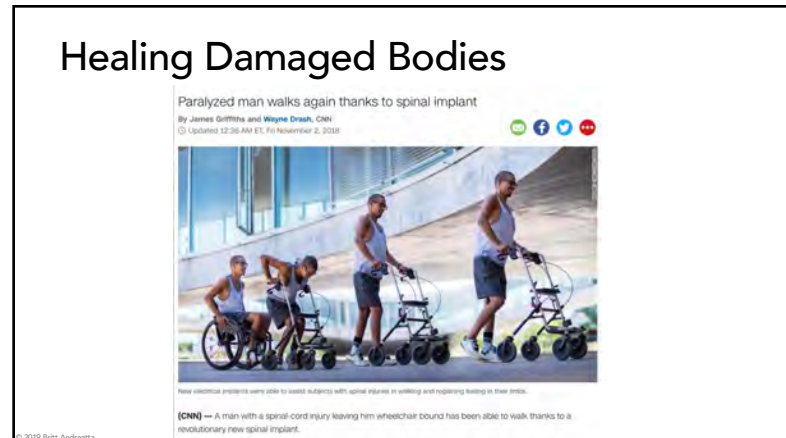
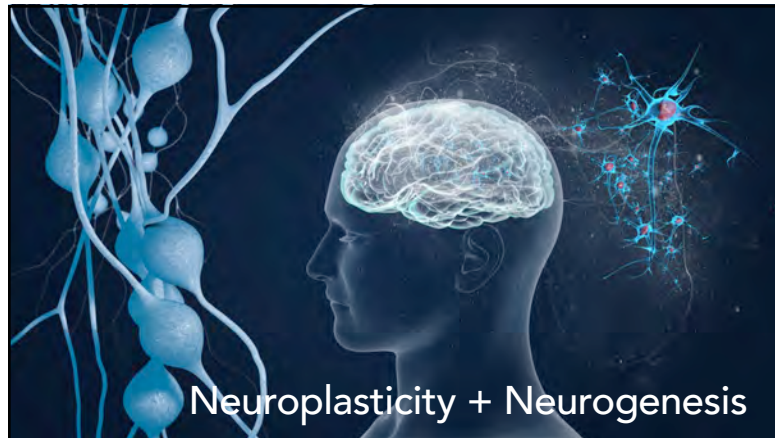


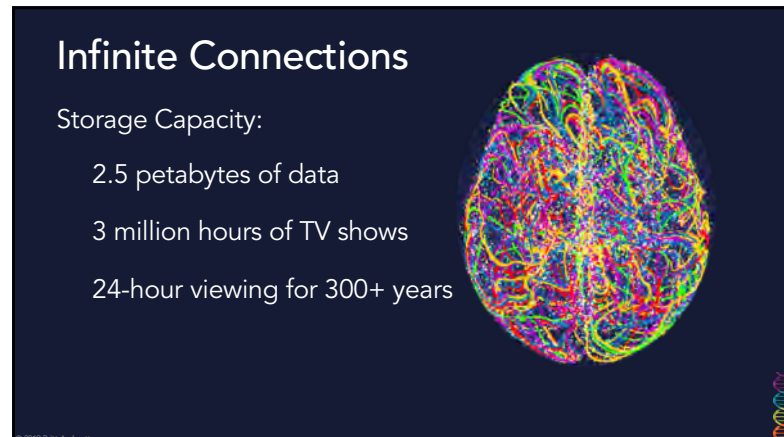
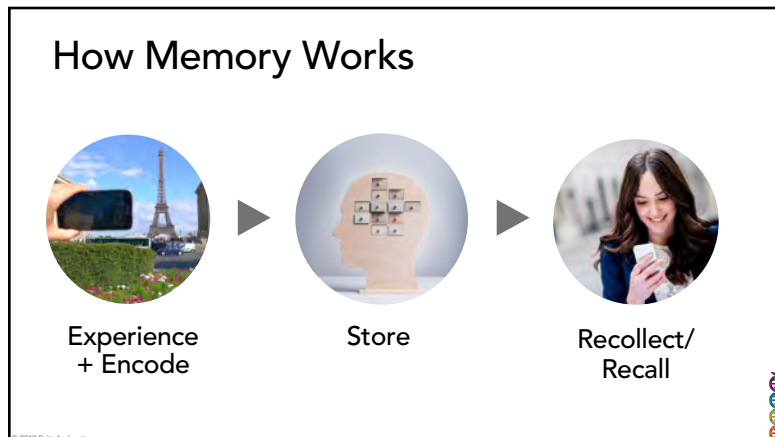
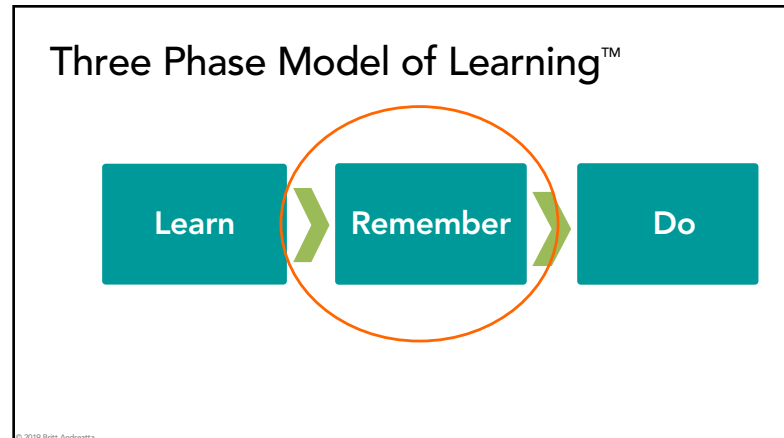
SENSORY  
GATING

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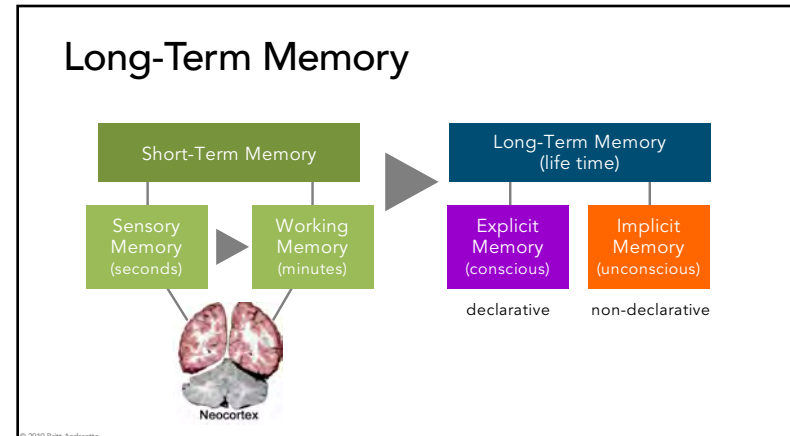
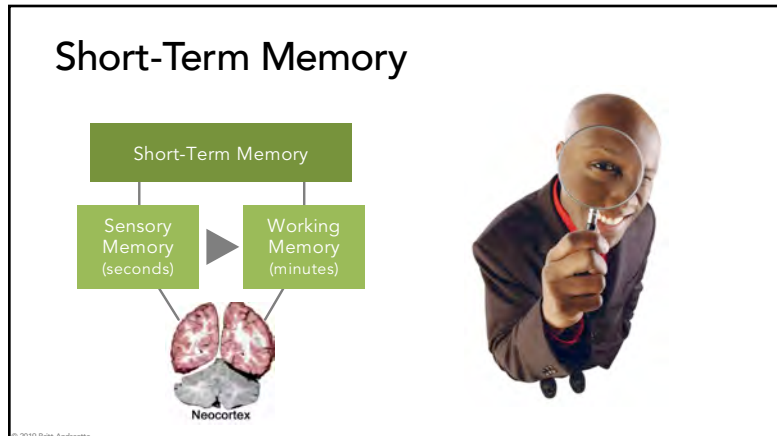
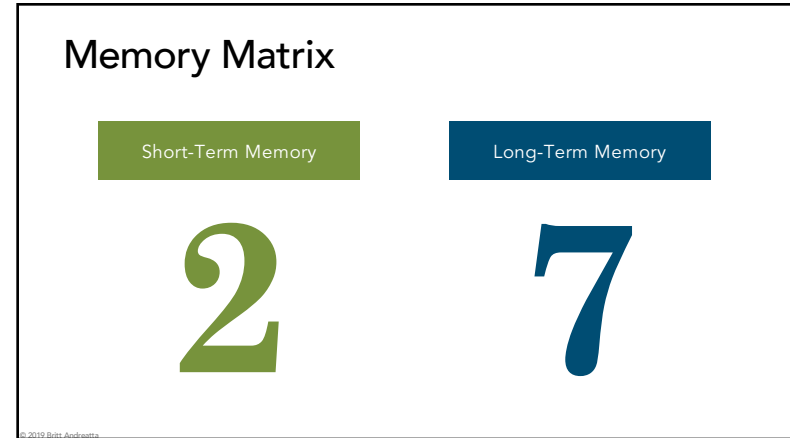


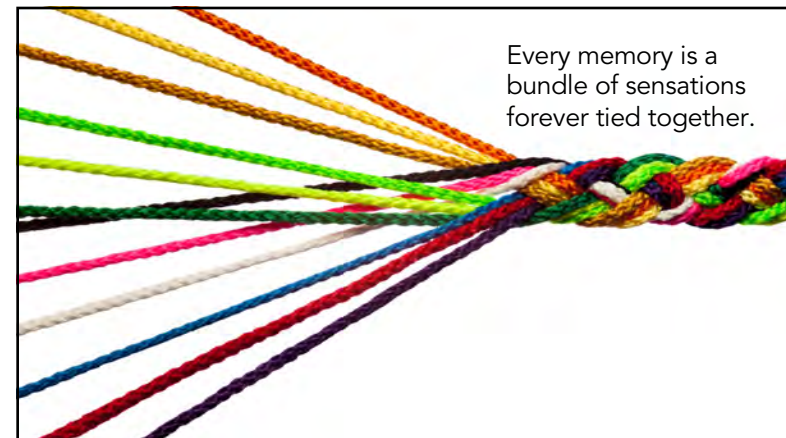
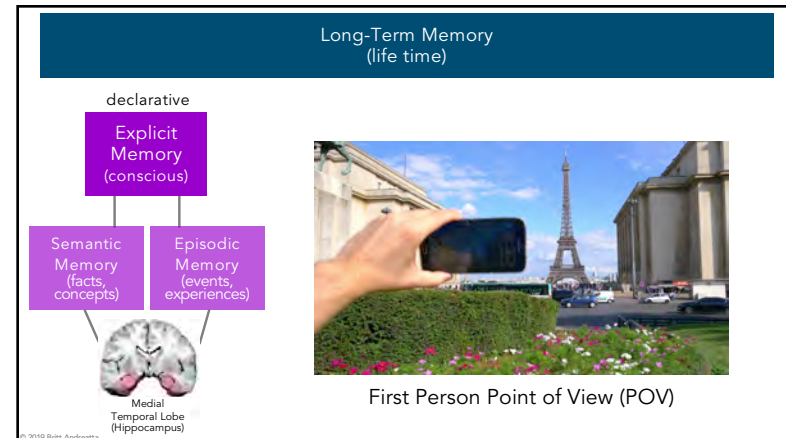


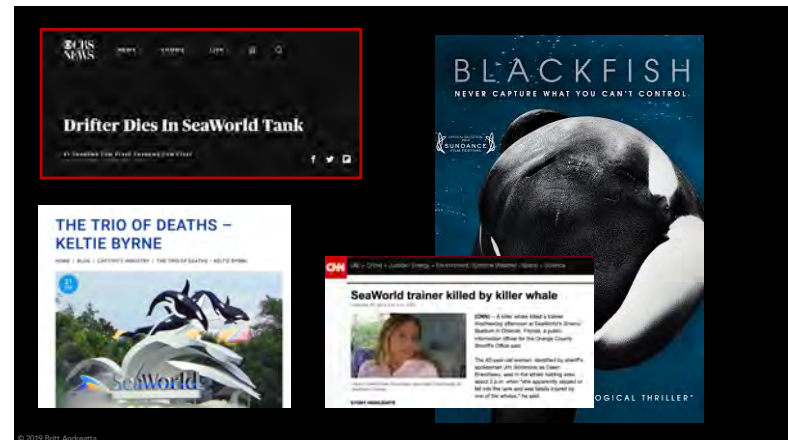
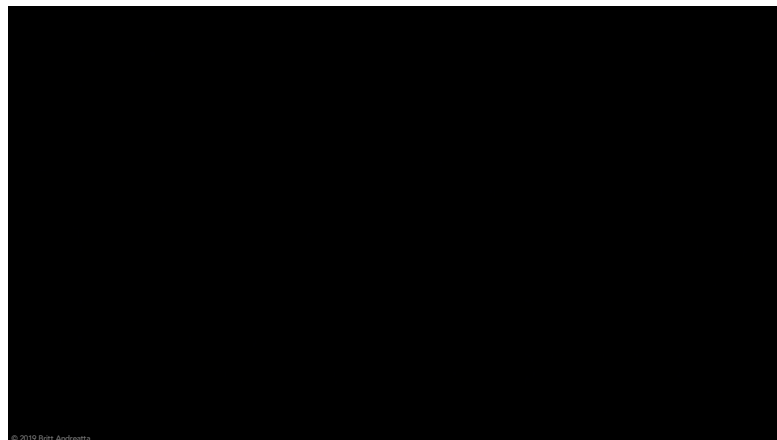
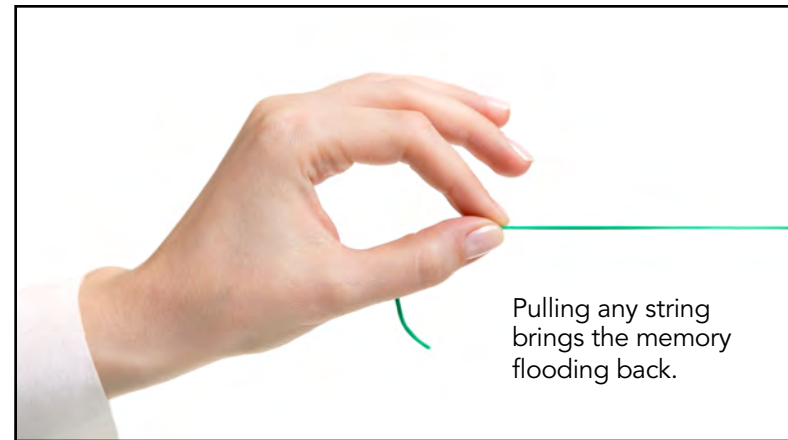
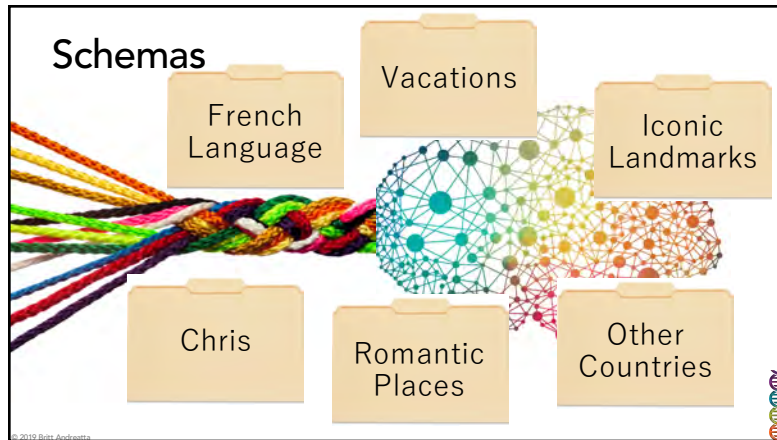




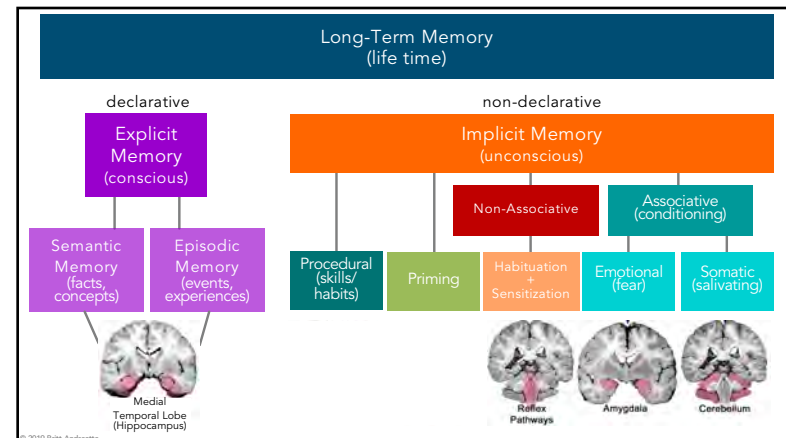
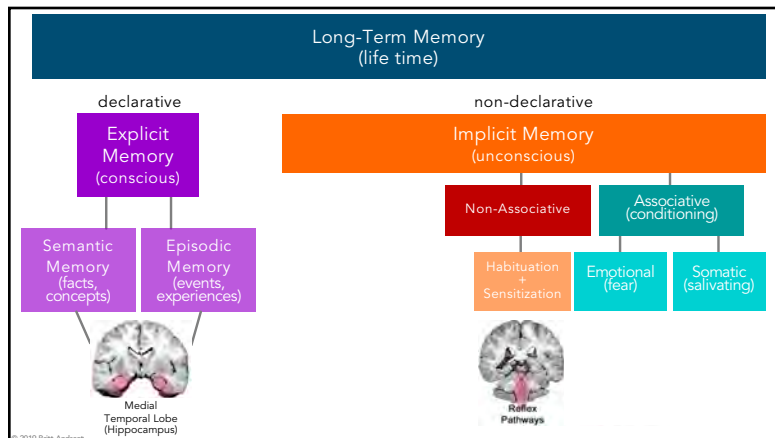
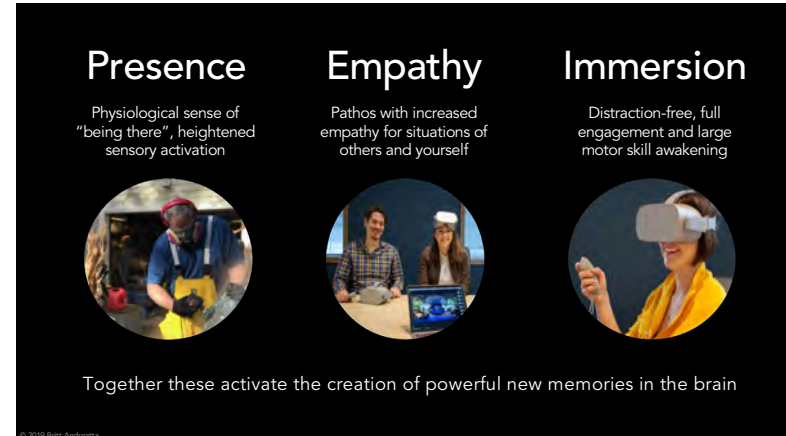


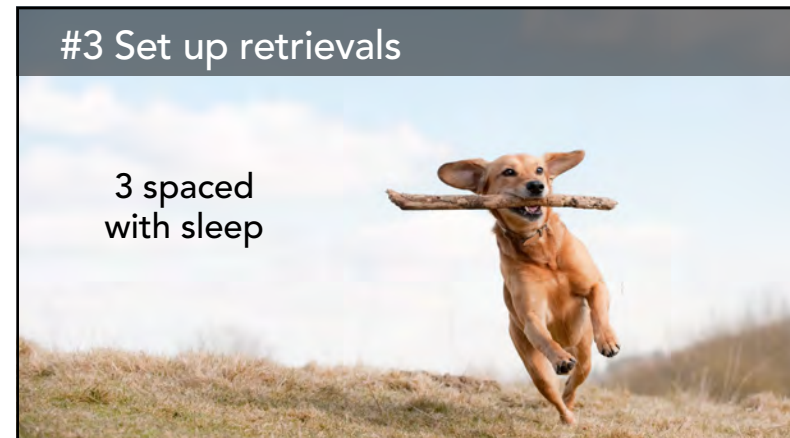
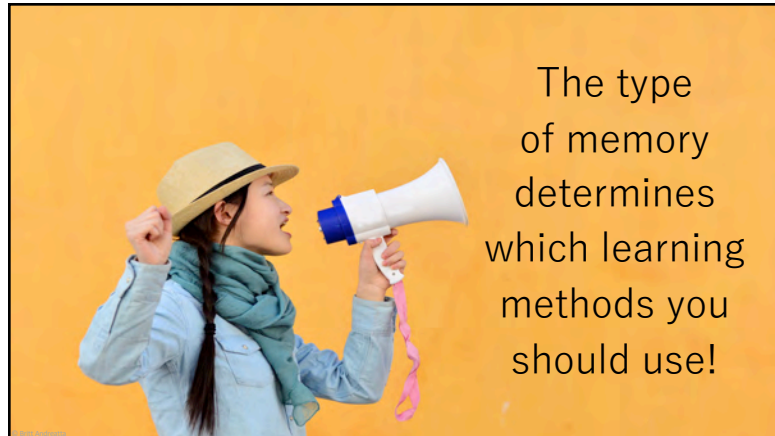


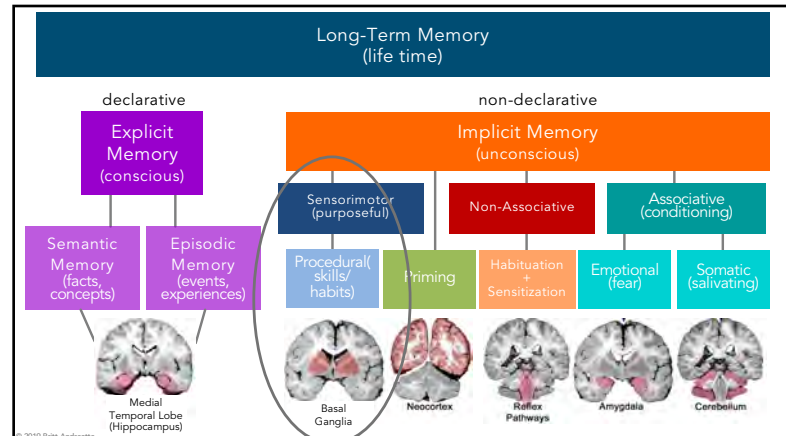
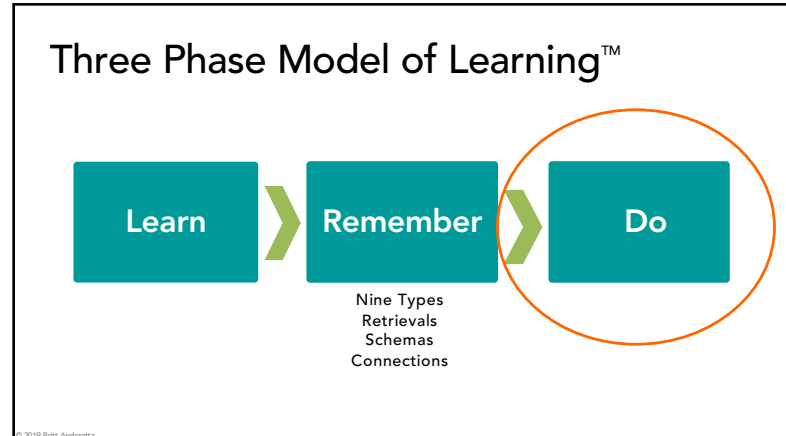












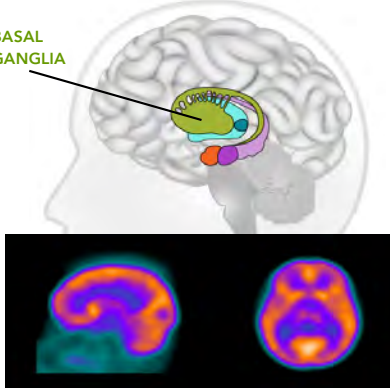


### Basal Ganglia

Turns repeated behaviors into habits

Creates “low energy” package

Behavior becomes “automatic”

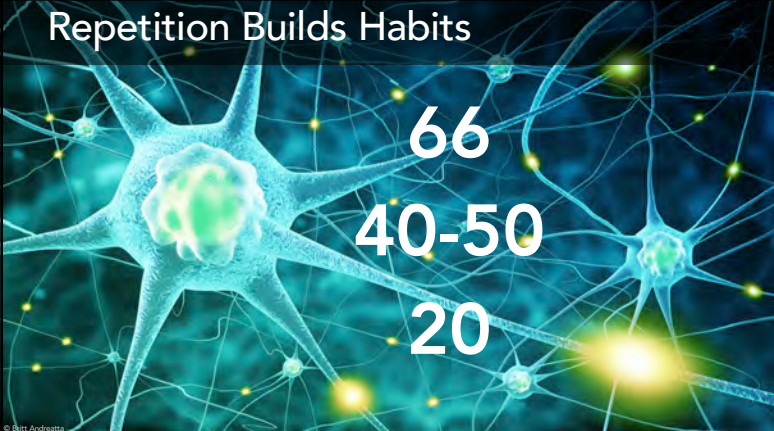


The diagram shows a sagittal view of the human brain with the basal ganglia highlighted in green and labeled 'BASAL GANGLIA'. Below this, two PET scan images show the brain's metabolic activity, with the basal ganglia area appearing as a bright, high-energy region.

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### Repetition Builds Habits

66  
40-50  
20



The illustration shows a network of neurons with glowing yellow and green connections. The numbers 66, 40-50, and 20 are displayed in a large, bold font, likely representing the number of repetitions needed to form a habit.

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### Neuro Recovery/Neuro Rehabilitation

- Stroke
- Spinal cord injuries
- Limbs
- Parkinsons
- Multiple Sclerosis
- Cerebral Palsy



The illustration shows a hand with a transparent brain overlay, displaying various medical data and icons, symbolizing neuro recovery and rehabilitation.

### Failure



The illustration shows a red and white robotic arm standing on a wooden floor, symbolizing failure or a lack of progress.

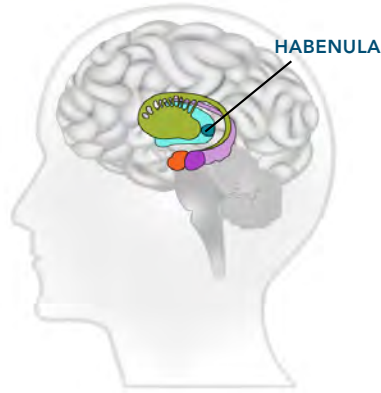
## Habenula

Tracks failure

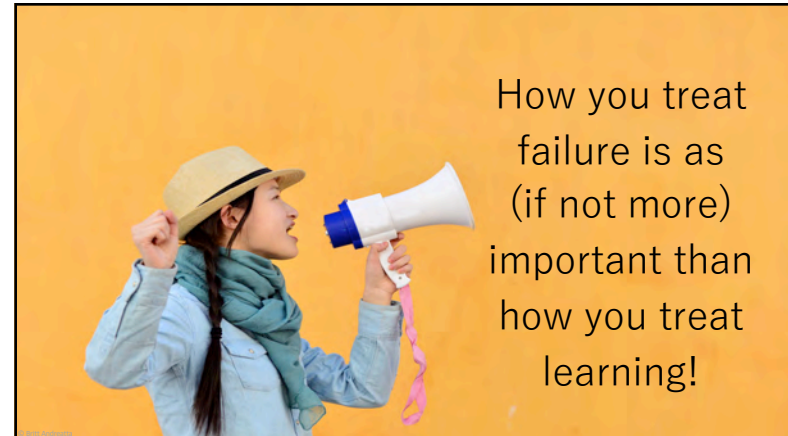
Uses chemical guardrails to influence decision/actions

Depresses psychological and motor responses

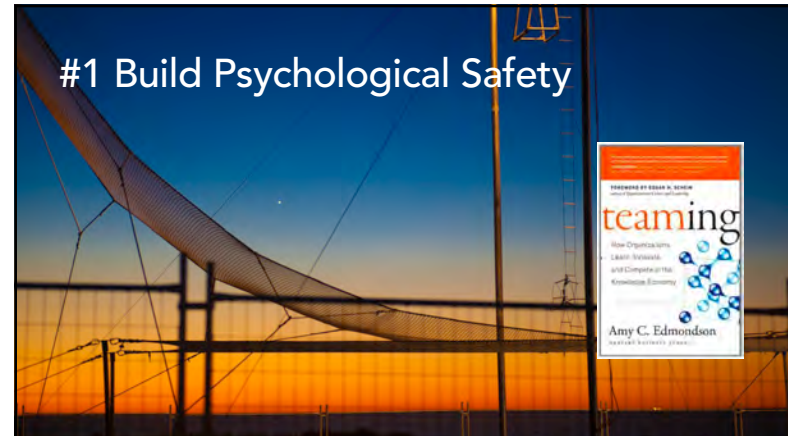
Learning creates lots of opportunities to FAIL



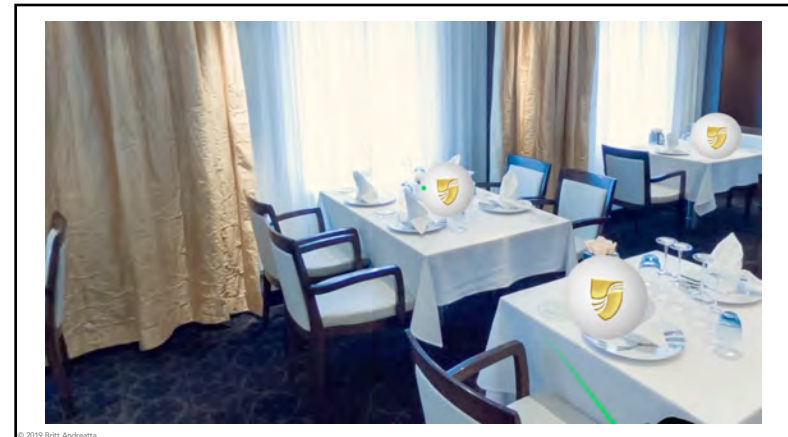
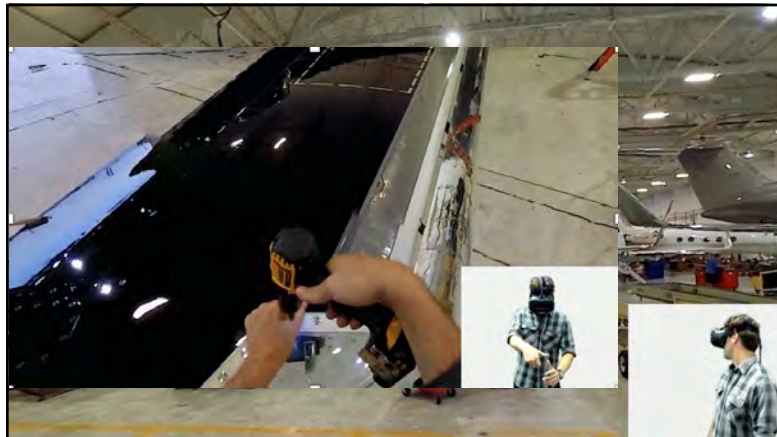
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How you treat failure is as (if not more) important than how you treat learning!



#1 Build Psychological Safety

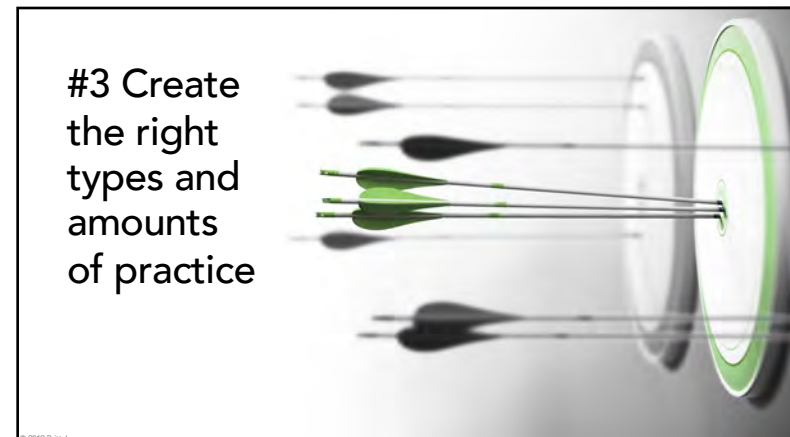
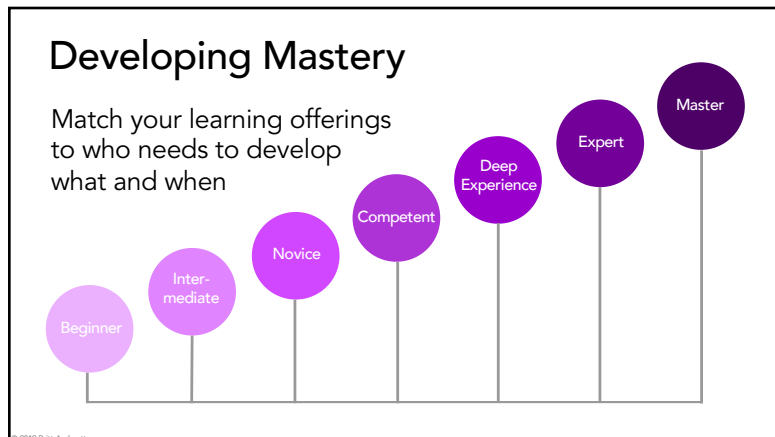


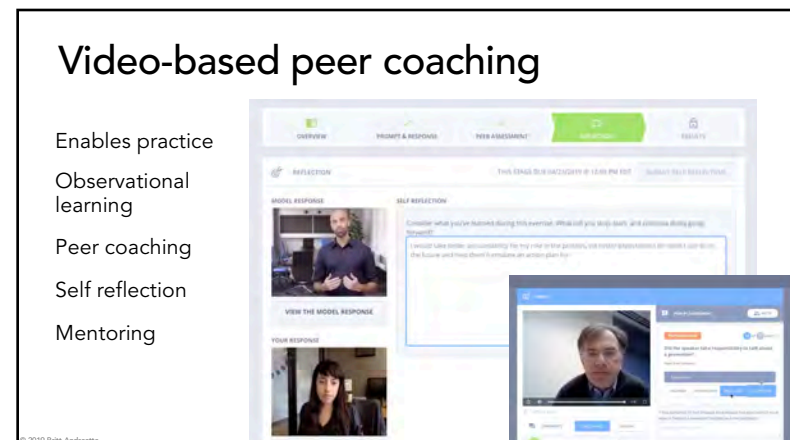


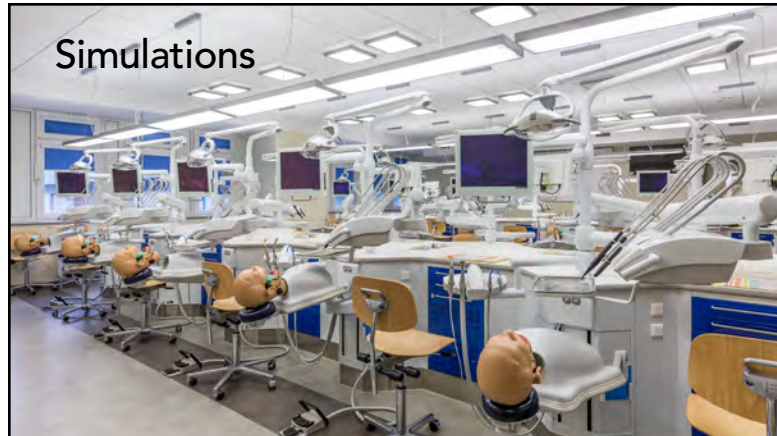
## VRs Super Powers

The "4Ps"	Places	Process	People	Products
familiarity achieved in	Geospatial Mastery	Task Familiarity	Emotional Readiness	Narrative Comprehension
	Large dining-room table location mastery from remote training center	Barista training in a consistent, scalable medium away from retail floor	De-escalation techniques for confrontational customers or situations	Narrative stories about company values, products, or foundational narratives for the organization
Examples				
Curriculums	Sense of place / space Muscle memory activation Digital twins Danger / scarcity	Physical equipment Workflows Operation steps Safety	Customer service De-escalation Emotional readiness Inclusion / diversity	Onboarding Culture and values Data visualization Transformation

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## Live Avatars

Artificial Intelligence



Software drives much of what you see during a simulation.

+

Human Intelligence



Simulation specialists design the simulation scenario, and orchestrate the verbal and nonverbal interactions between the avatars and the trainee.

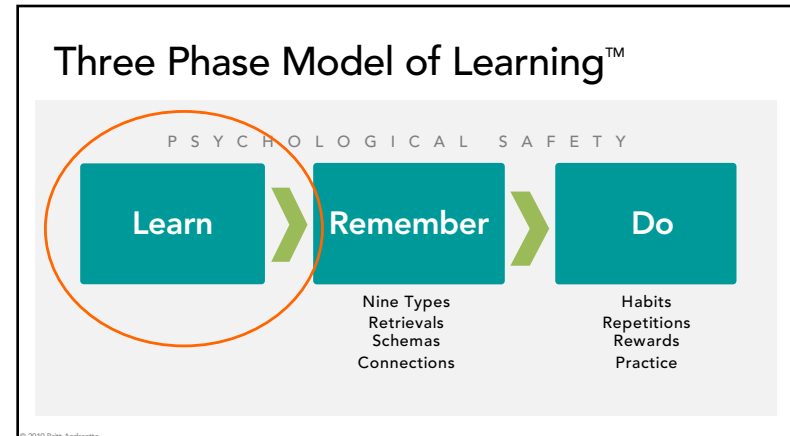
## AI Avatars

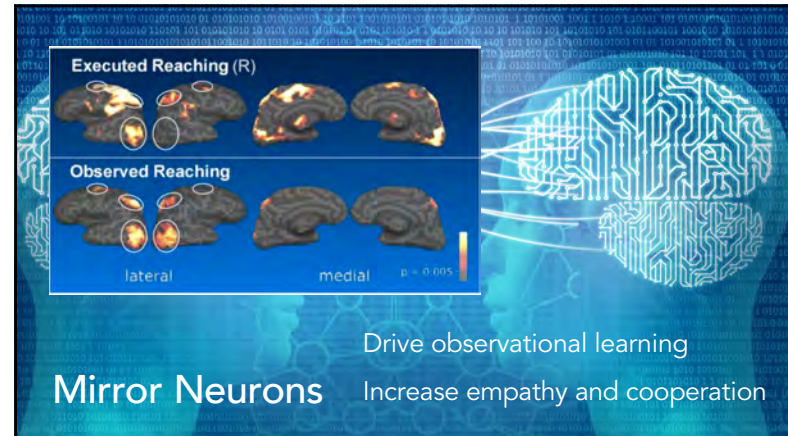
Learners speak directly with digital avatars and receive immediate feedback and insights on their performance

Provides consistency in simulations, feedback, and structure

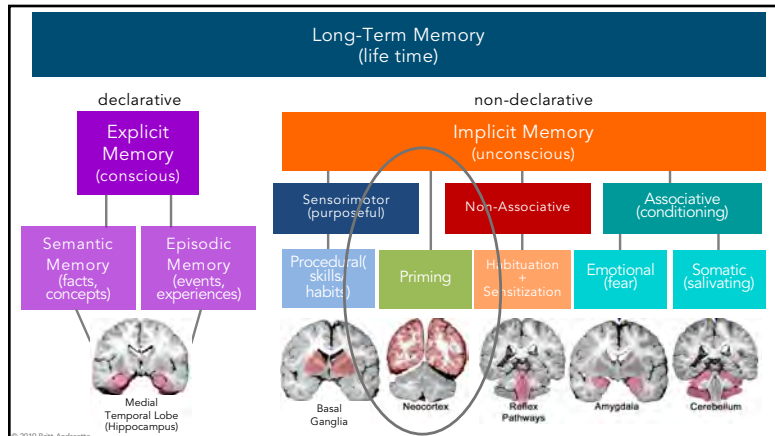












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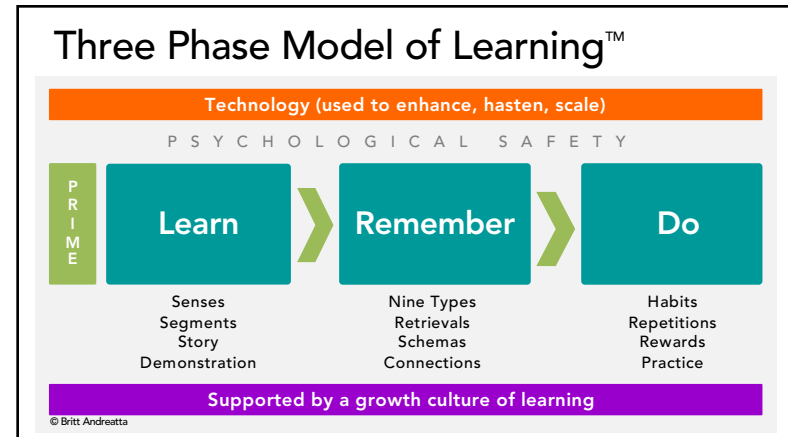
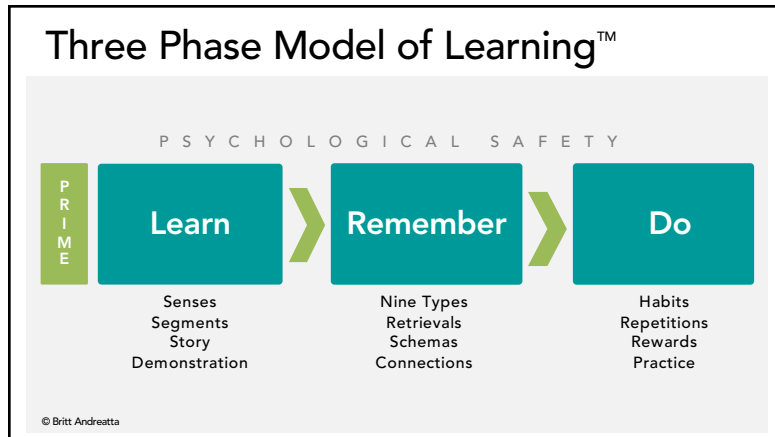
**Do you know...?**

The best way to boost learning is with:

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Priming boosts learning by creating a "place holder" in the brain that the learning slots into when it happens.



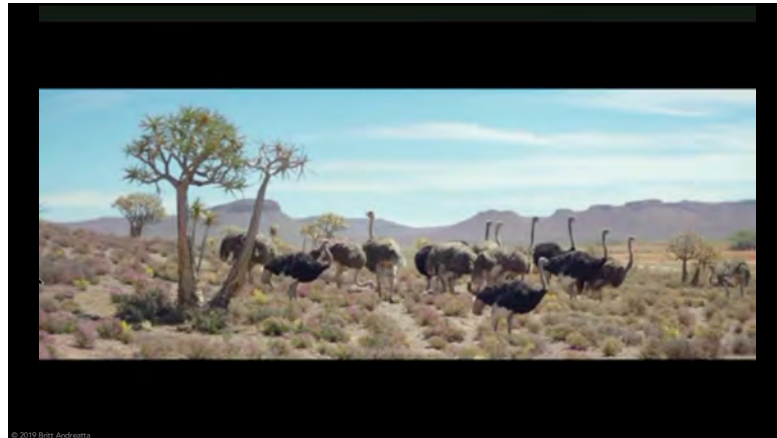


## Strategies

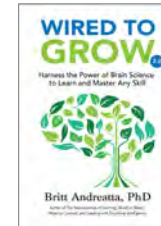
- Design learning to create the right type of memory
- Create cohesive story of bite-size experiences
- Use schemas, connections, and retrievals
- Dial up demonstration and practice (repetitions)
- Make it safe to try and fail
- Use tech to enhance/accelerate process (leverage power of VR)

## Benefits of VR

- Codes in brain as lived (episodic) memory
- Provides practice that is biologically and neurologically sound
- Useful for:
  - Places
  - Processes
  - People
  - Products
- Offers safety, both physical and psychological



This research and much more in the 2<sup>nd</sup> edition of *Wired to Grow*



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