

# Does your brain have an elevator pitch?

We're very accustomed to explaining ourselves – who we are, where we come from, where we've been, and what we do.

Our responses define our identity on multiple levels and are crucial to shaping personal and business relationships and the opinions of others.

In the larger world of social contact this exchange is refined down to its essence in what is known as an “*elevator pitch*.” The idea is that you are able to explain who you are and what you do in a concise and timely manner to someone else.

The elevator pitch got me thinking about **how inept we are when attempting to explain the deeper parts of ourselves**. If I had to ask my brain to explain itself what would it say?

Most explanations would rely on the basic aspects – size, composition, division of parts, functions and relationships to other parts of the body. **But, if a brain was looking for a good elevator pitch what would it be?**

So, I had some fun figuring out what my brain's elevator pitch would be.

Hi, I'm Joyce's brain, a complex organ [what], living inside her protective skull [where]. I operate through a feedback loop to supervise and coordinate a vast electro-chemical network [how]. I'm responsible for maintaining interconnected activities including physical action and well-being, conscious awareness, mental processing of thoughts, memories, emotions and sensory integration [what I do], and my role is to keep this entity alive for as long as possible under a various environmental conditions.

**If you were to meet me and my brain in an elevator** and got this pitch, your eyes might quickly glaze over. But, it really doesn't tell you who I am.

However, Joyce's brain does a better job of explaining itself this way.

*As Joyce's brain, I'm divided. She comes with a Gemini programming making my job twice as difficult. One part programs for creative thoughts and ideas. The second part programs for analysis, answers and problem solving solutions. I find the back and forth left and right hemisphere communication stimulating but headache producing. Nevertheless, I look forward to a long term working relationship with all parts of her.*

Now you try it. What would your brain's elevator pitch be?

Sources:

<http://www.unccmh.org/clients-and-families/learn-about-mental-illness/a-family-guide/the-brain-and-how-it-works/what-does-the-brain-do/>

<http://en.wikipedia.org/wiki/Brain>