

Who knew you could make a brain feel good when buying a hamburger



Today, I had to accompany my husband buying hamburgers. Not the hamburger you buy by the pound from the grocer, but 2 hamburgers each at three different fast food restaurants. Yep, that was a **total of 6 hamburgers, six medium size cola drinks and 6 servings of medium fries**. You see, my husband is one of those undercover inspectors companies send out to check on their staff.

Today's assignment was a little bit different. If order takers met all the normal customer requirements and offered a promotional item, they would be entitled to a cash debit card. That meant going inside first and placing a dine-in order and then going through the drive-thru and placing the same order.

I went along for several reasons. – moral support, a **free lunch**, and coordinator and packer so that burgers and fries remained warm and sodas remained cold. Neighbors had been alerted not to eat lunch as there would be immediate distribution upon our return.

Now, granted being an order taker in a fast food restaurant is not the most exciting job teenagers envision for themselves. Companies, on the other hand, have a lot invested in advertising. Therefore, **it pays for them to check on their staff** when they're promoting new products.

Of the six inspections, **only one order met all the criteria**. I had the opportunity to observe her reaction as the manager called her off the line. While everyone else was excited and happy, I was coolly imagining what must be going on in her

brain. (*I know, who else would do that except me? Sorry, but I can't help it.*)

When the brain responds to an unexpected reward it sets off a cascade of the brain chemical dopamine. **Dopamine** stimulates the brain's own internal reward center with a feel good pleasure sensation.

Actually, in this case it was a **double whammy brain reward**. The order taker was first rewarded by receiving the acknowledgement and praise from her manager in front of her co-workers. You could see the brain lighting up with a big smile and shiny eyes on being told.

But, her brain really **hit the top of her pleasure center** when being handed a substantial cash gift card. Her entire face was engaged in disbelief, her eyes were on the verge of tears and her voice was a little shaky. That's the kind of happy brain pleasure that comes from the totally unexpected.

You are now authorized to go forth and create feel good brains in others. It's simple, just smile, say thank you and use a name whenever you can. After all, it's the power of the unexpected and they'll never see you coming.