

New Research Identifies the Brain's Clarity Getting Process has Foundations in Genetic Neuroscience

Arthur Carmazzi*

Founder of the Directive Communication Psychology, Leadership Development and Organizational Change, Bali, Indonesia

***Corresponding Author:** Arthur Carmazzi, Founder of the Directive Communication Psychology, Leadership Development and Organizational Change, Bali, Indonesia.

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"Ambiguity Relief" is the brain's process that supports evaluating information to relate new context to existing knowledge, simplifying ideas, making decisions, and problem solving... into actionable elements. This an essential element of communication and is directly related to action taking and to the attainment of clarity. Applications of this discovery can be applied to management, marketing and improving relationships as well as getting people to take action.

This discovery is very important because All Decisions, Innovations, Idea Generation, Memory Retention, Interactions, and Interpretations... are filtered through the Brains Ambiguity Relief Process. The implications of identifying and understanding the brains ambiguity relief process will support improved communication, cooperation, synergy and how to move people passionately to action".

This New brain research recently published in the Theranostics of Brain Disorders by Arthur Carmazzi began in 2001, observed that most psychometric assessments either dealt with behavior or personality and too many variables not only affected accuracy, but also affected the ability to practically apply them. The dissection of three existing works with opposed and varied conclusions (Sandra Seagal's personality dynamics, Cloninger's Temperament and Character, and Ned Herrmann's Whole Brain Thinking) led to the discovery of process elements that were common amongst all three. Identifying and studying these processes with over 7000 participants isolated four primary processes out of nine that are most common in mentally healthy individuals. Additional observations of children between the ages of 5 and 6 years old, revealed that these processes are visible even at early stages of development and they are genetic.

Further investigation of the neurochemistry of ADHD, OCD, Asperger, and Depression showed the extremes of the healthy Ambiguity Relief processes which appeared in the Prefrontal Cortex, the Hippocampus, and the Cingulate Cortex with three primary active genes.

The COMT Gene in the Prefrontal Cortex regulates norepinephrine and dopamine to affect the amounts of structure and detail required for the ambiguity relief clarity getting process as well as intuitive or abstract processes.

The SPR gene in the Hippocampus affects the connectivity of information. This determines how linked or unlink information is in the clarity getting process. Highly linked information instantly associates existing knowledge, experience or emotion. Lesser linked processes require an active process to connect information such as taking action or identifying and sorting structure.

The CADM2 gene in the Cingulate Cortex determines speed of processing which affects ambiguity relief by the amounts and levels of information processed. The faster speeds interpret larger chunks of information or intuitive reflections but miss details and structure, while slower speeds can more easily identify intricate elements and order.

Awareness of these brain processes, and the fact that they are genetic and cannot be changed, helps team members adopt a "Cooperation" attitude instead of trying to change people according to their own process... which creates frustration on both sides".

The research concludes that personality is a complicated array of nurture and nature, but when we faced with a decision, a problem, an idea or a task, the brain must first go through a unique, genetically founded clarity getting process of "Ambiguity Relief" to competently achieve, formulate, or solve anything.

The classification of the four healthy brain processes simplifies it through the "Colored Brain" model. Misunderstandings often arises from misunderstanding a person's "processes" towards objectives or goals and prevents getting everyone speaking the same language... The Colored Brain model is designed to support the reduction of barriers to create EASIER, FASTER and MORE EFFECTIVE communication across any group or relationship...

The four Ambiguity relief processes identified in the research are:

- **Chaotic Processing (Green Brain):** Must take some kind of action to get clarity and clarity is directly related to the revelations from their actions. They shape and reshape ideas, solutions in the process of acting on issues and get others involved and ask for feedback.
- **Linear Processing (Red Brain):** Needs Structure to achieve clarity, time to action is dependent on the available structure and the speed at which clarity is achieved. They connect tangible elements with logic, organize information into chunks and cross reference to understand.
- **Relational Processing (Purple Brain):** Gets clarity by evaluating options, and needs abundant information to get clear options, time to action is contingent upon the extraction of substantial details relating to the issue. All information and experience is related and is reinforced by the amounts of information for each reference.
- **Intuitive Processing (Blue Brain):** Achieves clarity through reflection and intuitive referencing of past experiences, time to action is swift but regulated by a consistent assimilation of the surroundings and their experience. All information and experience is connected on an emotional level (it must be clarified that there was no specific pattern that showed that subjects were "Emotional") in relationship to them and their experiences.

The biggest reason that psychometric tools do not work is because they are too complicated, trying to be all to everyone. The result is usually that only the HR manager really understand and "possibly" uses them. Simplicity is the key to implementation. By focusing only on one factor of perception: Ambiguity Relief", anyone regardless of the level can easily understand, remember and apply their awareness to manage their own expectations and set others up for success instead of failure.

The Colored Brain system has been designed specifically to achieve this by an interactive system that includes all team members in the awareness process by gamifying what happens after a person takes the test. The system helps team members not only to see what the processes of their colleagues are, but give insights and tips on miscommunication and how to prevent and solve it. The system goes one step further to give specific instructions on how a user would lead, inspire productivity, or improve relationships with others in their group.

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