

# Brain's Behaving Badly: The Surprising Reasons Smart People Make Unsafe Choices

PRESENTED BY DR. BRETT SOLOMON



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# Your Presenter



## DR BRETT SOLOMON, PRINCIPAL CONSULTANT

With more than two decades of experience and a Doctorate in Strategic Leadership, Brett is a seasoned leadership expert, organisational culture transformation consultant, and specialist in driving significant improvements in performance, employee engagement, leadership effectiveness, and safety culture.

As a recognised leader in combining neuroscience, change management, and leadership theory, Brett has been involved in numerous culture change, safety, and leadership development initiatives for prestigious corporations, including BHP Billiton, Unilever, Anglo American, LafargeHolcim, Glencore, CHEP, Downer Rail.

His work has taken him across the globe, allowing him to engage with diverse cultures and lead projects in South Africa, Botswana, Zimbabwe, Namibia, Ghana, Mali, Nigeria, Tasmania, France, the Netherlands, Australia, New Zealand, Saudi Arabia, India, Canada, and the USA.





## ACKNOWLEDGEMENT OF COUNTRY

Sentis acknowledges the traditional custodians throughout Australia and recognises their connections to land, waters and community.

We acknowledge the Traditional Owners of the land on which we meet today and pay our respects to elders past and present. We extend that respect to Aboriginal and Torres Strait Islander peoples here today. We do this because we value Aboriginal and Torres Strait Islander history, culture and knowledge.



# Our Mission

To change the lives of individuals and organisations for the better, every day.



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# Crazy



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...but we're all guilty

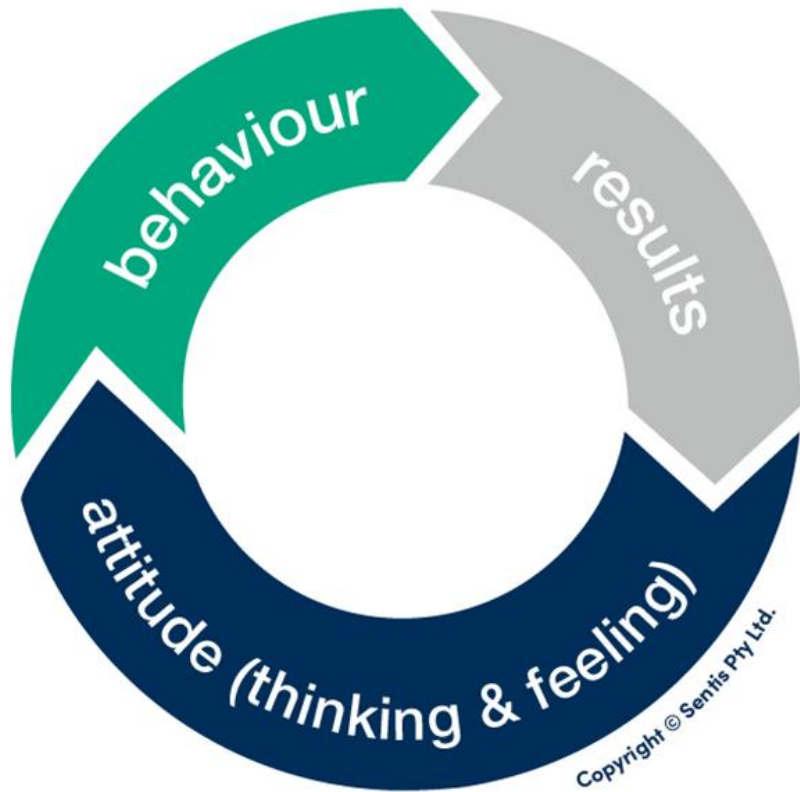


Knowledge doesn't drive behaviour





# Knowledge doesn't drive behaviour

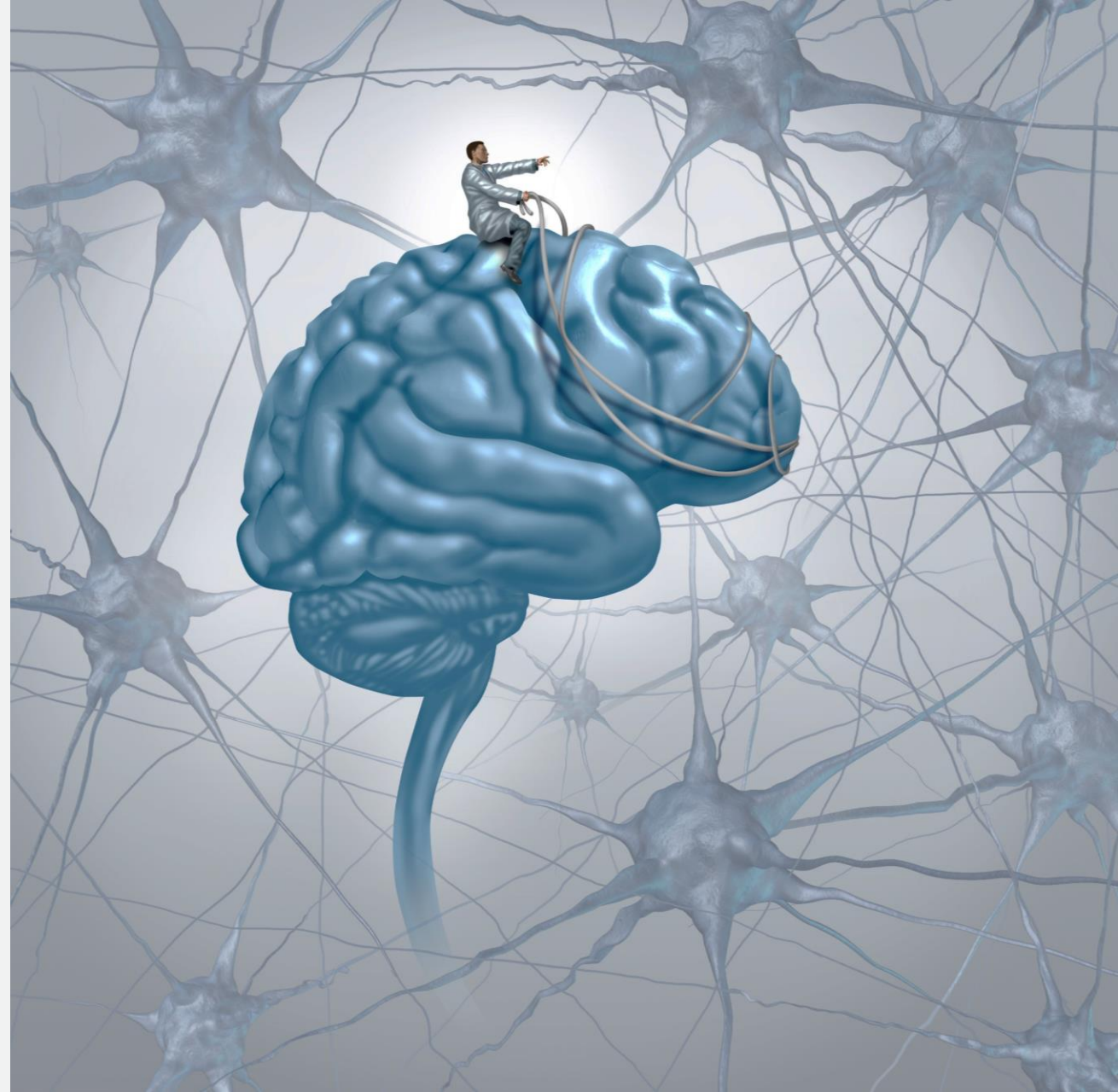






# Why Do Humans Take Risks?

Control my brain.  
Control my safety.



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BRAIN FACT

**Our brain likes to find ways to  
conserve energy.**



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BRAIN FACT

**95%** of our day-to-day activities  
are run by our subconscious  
processes.

# Subconscious functioning





# Subconscious functioning



BRAIN FACT

# Our brains have a predictive nature



JUMPING TO CONCLUSIONS

...usually based on the past



BRAIN FACT

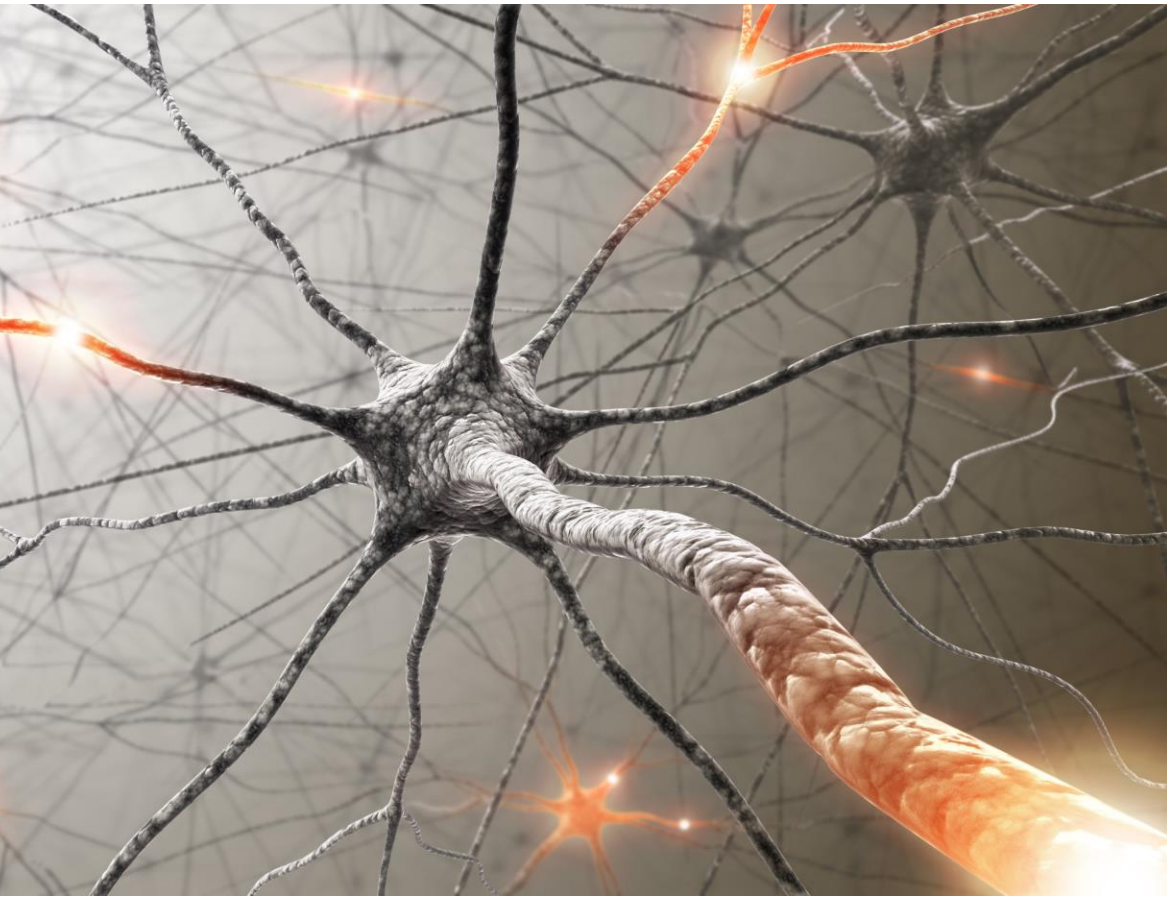
**Our brains are all the same – it's  
the wiring that makes the  
difference**



Every brain is uniquely “wired”



# Every brain is uniquely “wired”



# Memory reconsolidation





Too often we only learn after the fact, but...



...we can train our brain through repetition





...we can train our brain through repetition





## **BRAIN FACT**

**We can only focus on seven 'bits' of information at any one time.**

**This is an extremely small portion of all the information our brain receives every moment.**

## Activity: Pay Attention



## Activity: Pay Attention





## Activity: Pay Attention



We miss things



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**BRAIN FACT**

**Our brains aren't behaving badly.  
They just haven't adapted to the  
complexities of modern  
environments**

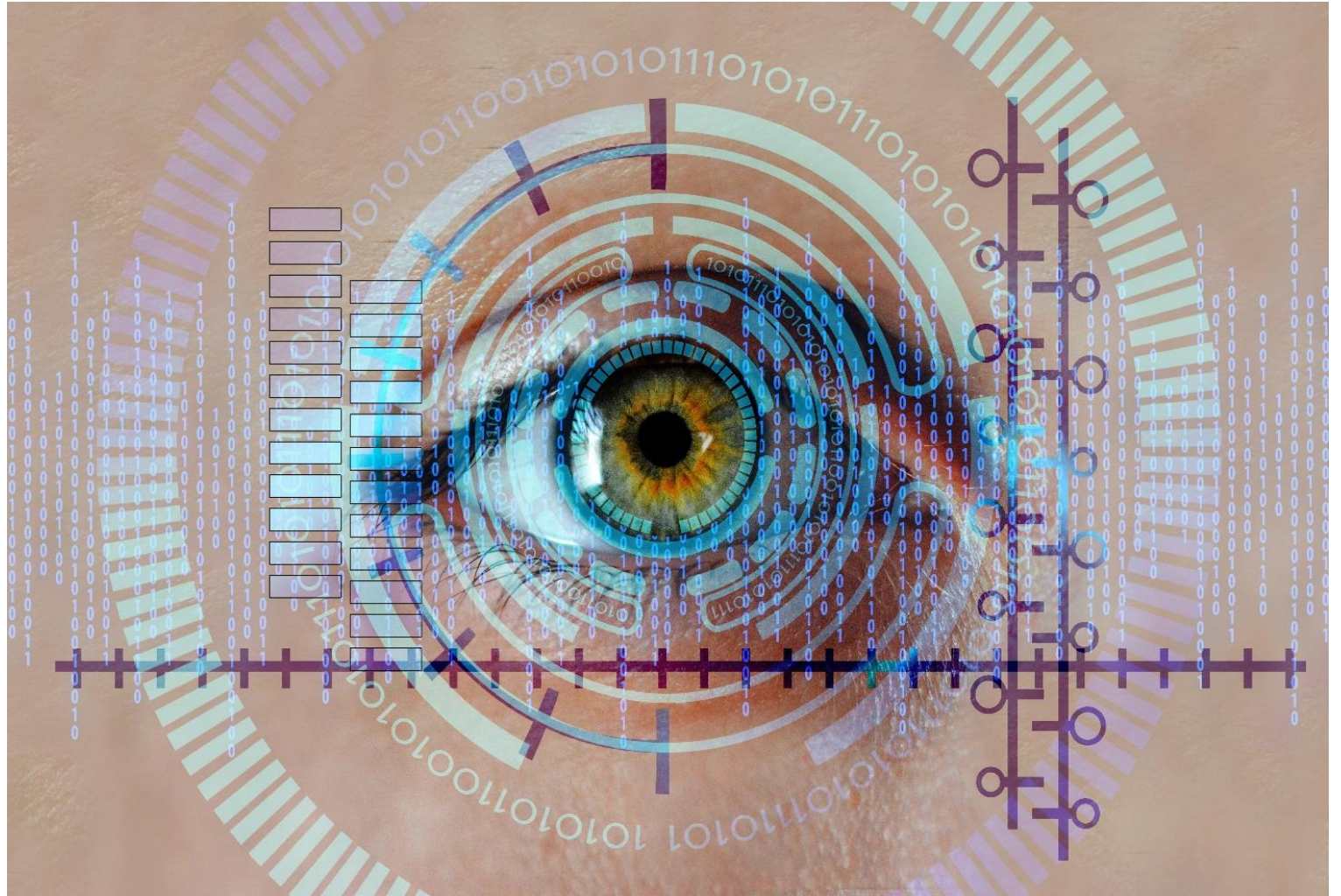


# Our brains are adapted to simple environments

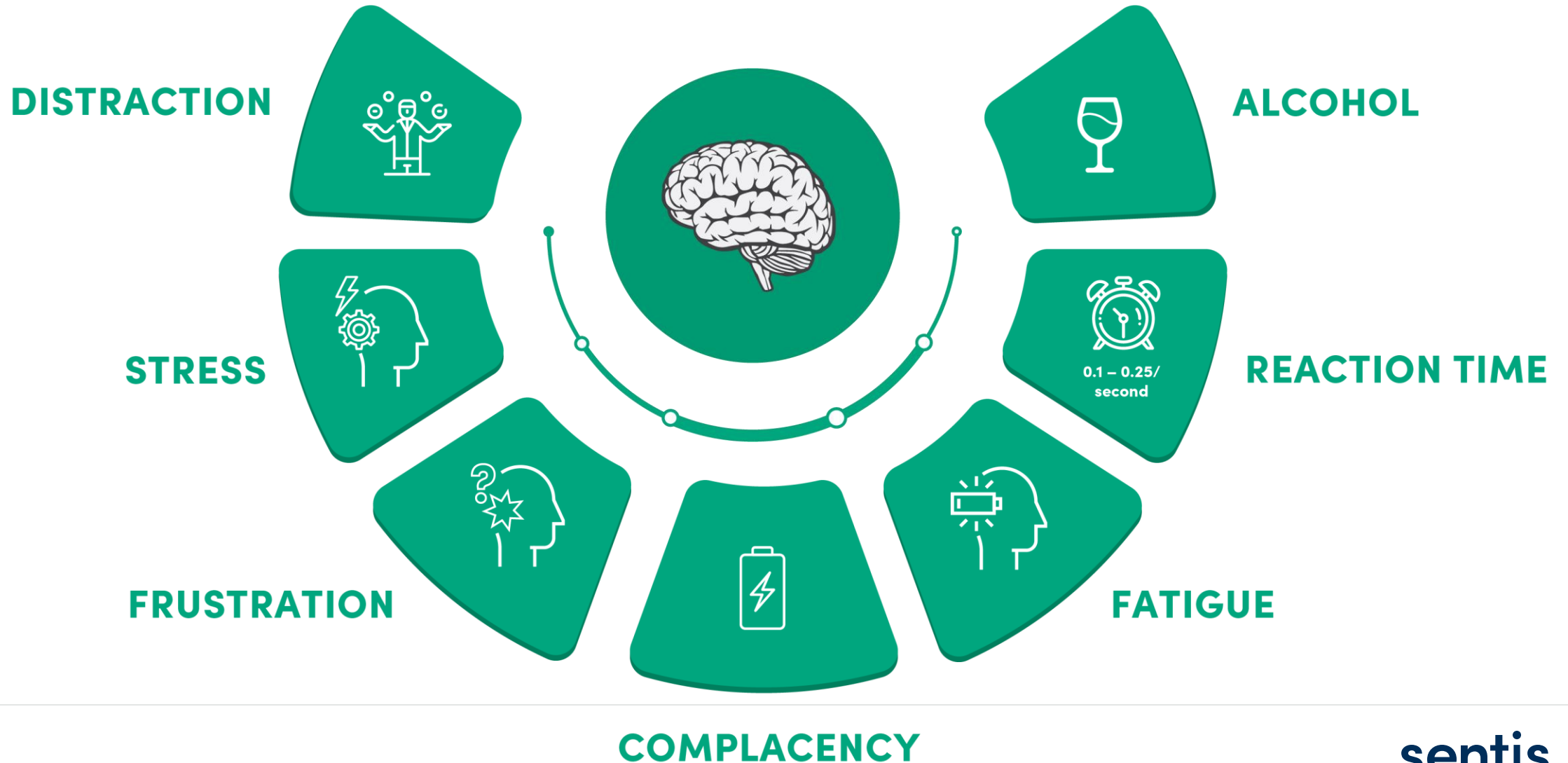




Our brains have  
limitations that  
impact our ability  
to 'see' risk



Our 7 Units can be hijacked or compromised through







Activating the brain  
to 'see' and manage  
risks

# Lock on/Lock off

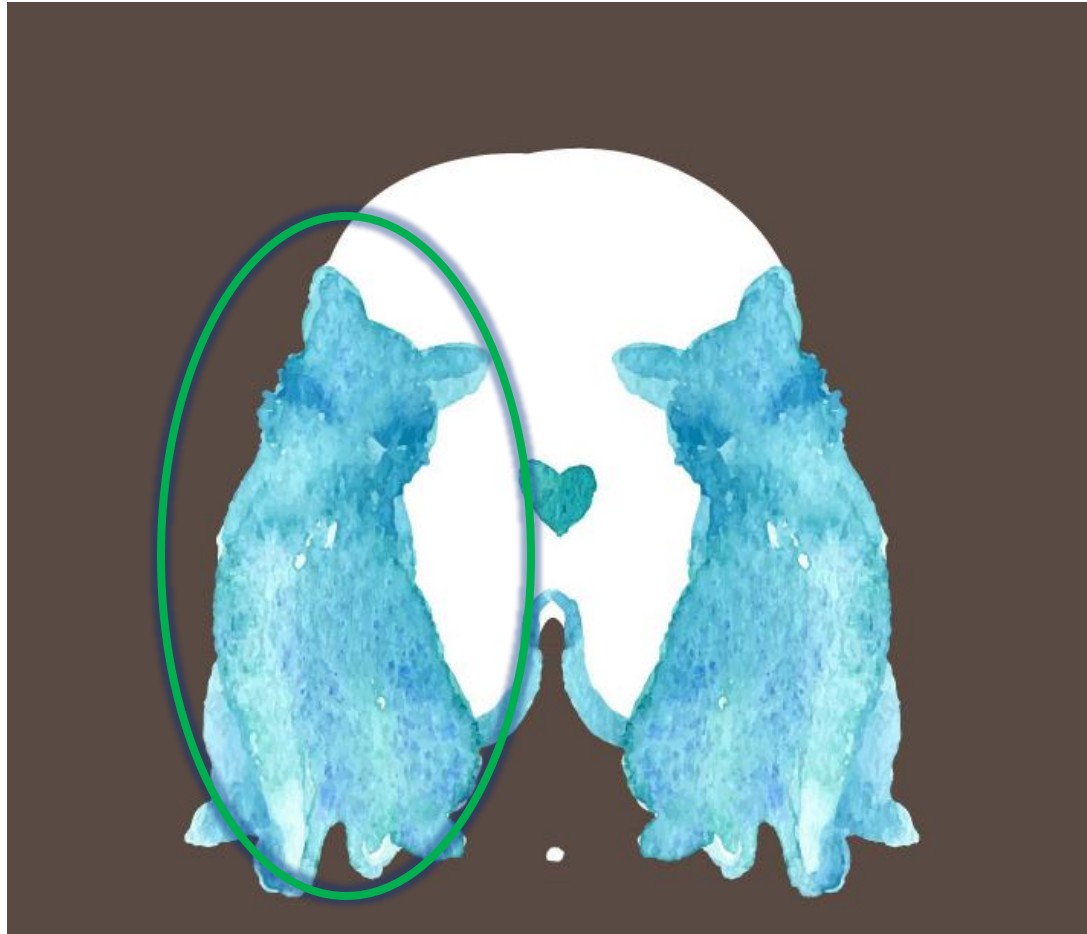


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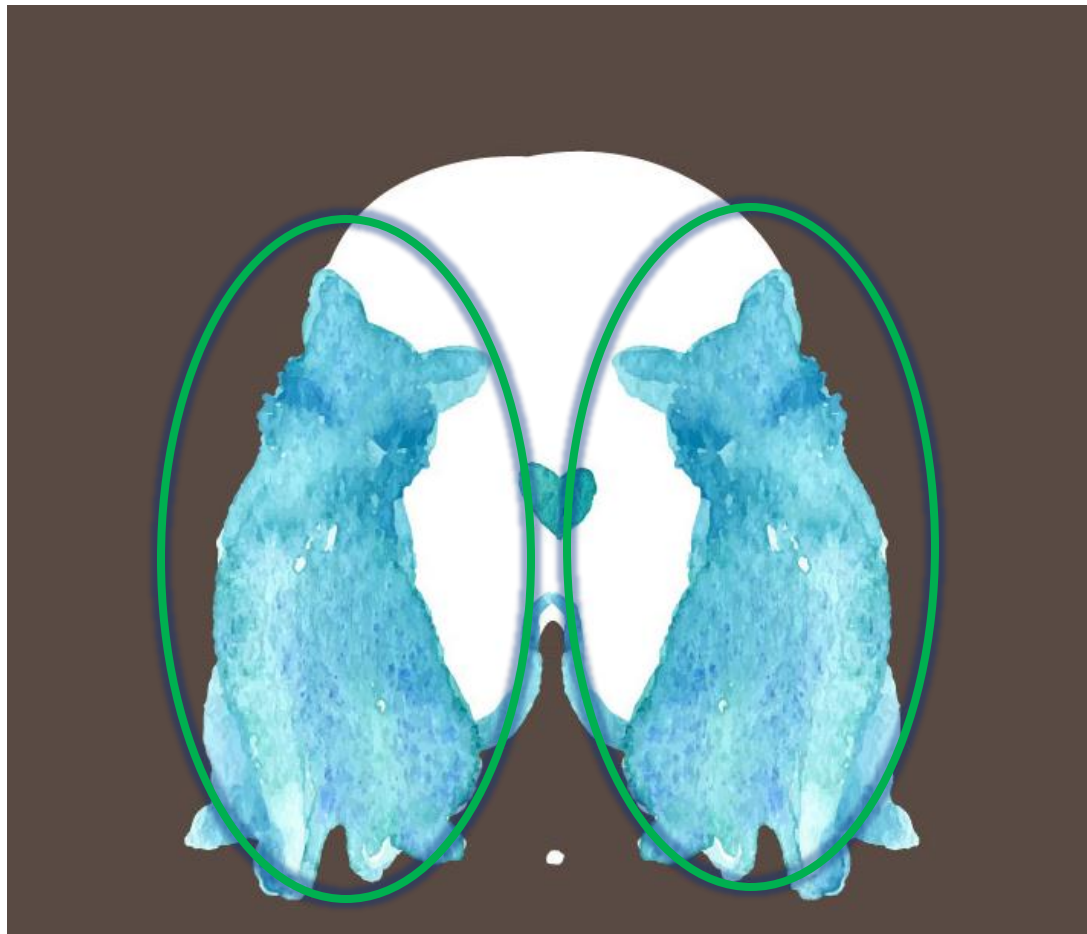




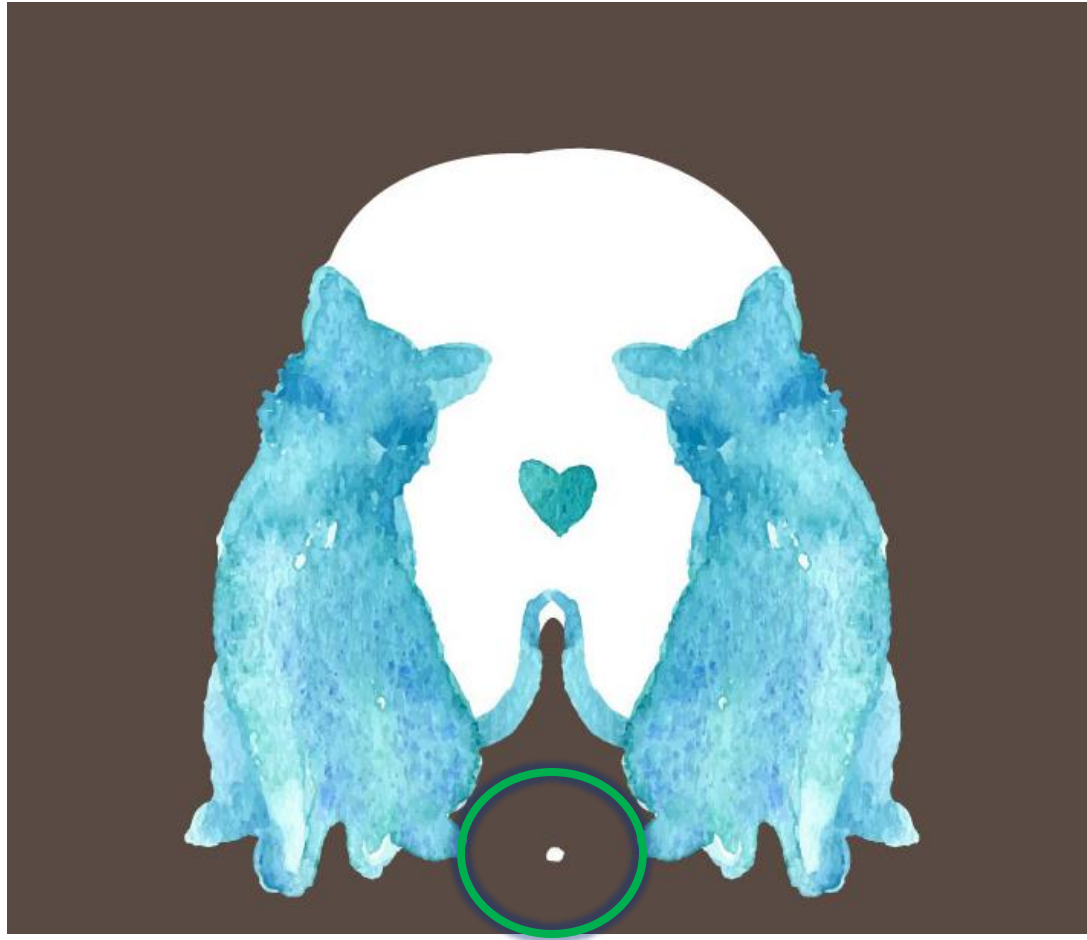
Lock on/Lock off



# Lock on/Lock off



Lock on/Lock off





Priming the Mind

So\_p



# Priming the Mind



So\_p

# The Brain Thinks in Images





Think of a...

**R-E-D**

**B-A-L-L-O-O-N**

Now, do NOT  
think of a red  
balloon



Focus on what  
you want



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Words evoke  
emotions



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# What state do you leave someone in?







People will forget what  
you **said**, people will  
forget what you **did**, but  
people will never forget  
how you made them **feel**.

MAYA ANGELOU

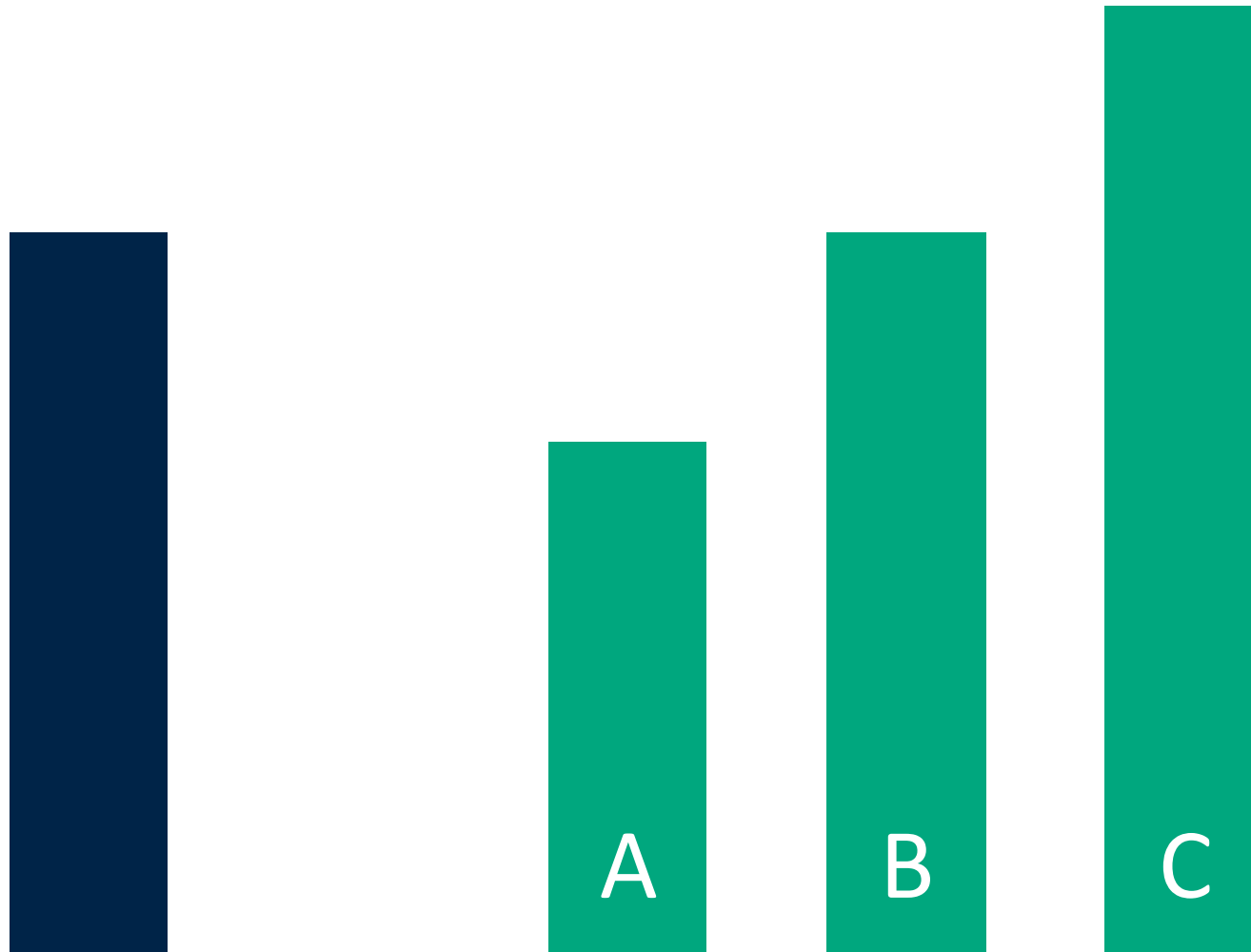


A conceptual image showing a human hand holding a glowing, translucent brain. The hand is positioned palm-up, with the brain resting in the center. Overlaid on the hand and brain are several digital elements: a circular network of nodes and lines, a target symbol, and various geometric shapes like triangles and chevrons. The background is dark and blurred, suggesting a digital or futuristic environment.

# Leverage the Social Brain

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# Social Brain











Examine your example

# Want more like this?

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**ON THE ROAD**

**Positive Safety Open Program**

1-day F2F training for forward-thinking safety professionals.

📍 Christie Spaces, Adelaide St

📅 Thursday, 20 March 2025

🕒 8:15am - 3:30pm AEST

[Register now!](#)



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1-day training for forward-thinking safety professionals.

📍 Novotel Christchurch | Cathedral Square

📅 Thursday, 3 April 2025

🕒 8:15am - 3:30pm NZDT

[Register now!](#)



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**Positive Safety Open Program**


1-day training for forward-thinking safety professionals.

📍 Perth Convention and Exhibition Centre

📅 Thursday, 10 April 2025

🕒 8:15am - 3:30pm AWST

[Register now!](#)



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# Upcoming facilitated programs in our Community



## Foundations of Psychosocial Safety Masterclass

- 4-week blended learning masterclass
- Starts 26 March 2025

Use coupon code [EARLYBIRD](#) and get \$100 off\*!



## Running Effective Pre-Starts and Toolbox Talks

- 3-hour online workshop
- 25 March 2025, 10am AEST

Use coupon code [TOOLBOX0325](#) and get \$50 off\*!

*\*Valid until 11.59pm on 21/02/2025, one discount code per customer.*

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## Q&A

OVER TO YOU

