

Do you need an elevator pitch for your brain?

If you're in the business world, you know you need an "elevator pitch."

It's a necessary social convention where strangers meet and briefly explain to each other who they are and what they do.

The elevator pitch got me thinking about how inept we are when it comes to explaining the deeper parts of ourselves.

If I had to ask my brain to explain itself what would it say?

Most explanations would rely on its basic aspects – size, composition, division of parts, functions, and relationships to other parts of the body.

But, if my brain was looking for a good elevator pitch what would it be?

So, I thought I have some fun figuring out an elevator pitch for my brain.

Hi, I'm Joyce's brain, a complex organ, living inside her protective skull. I operate through a feedback loop to supervise and coordinate a vast electro-chemical network. I'm responsible for maintaining and coordinating structural function, internal network communication, an energy delivery system, and physical, cognitive, emotional, behavioral, and sensory integration. As well as, detecting invasion, modulating pain, and monitoring performance capacity during the sleep/wake cycle. My role is to keep this entity alive for as long as possible.

A good elevator pitch should also be memorable. [Click To Tweet](#)

If you were to meet me and my brain in an elevator and got this pitch, your eyes would definitely glaze over. That's the problem with an elevator pitch. We want to make sure we get out all the important

information about ourselves, and we miss the opportunity to express what's memorable about us.

Here's a revised version directly from Joyce's brain.

Hi, I'm Joyce's brain and she comes with Gemini programming making my job twice as difficult. However, part of my job is to run a demanding communication system linking creative thoughts with analytical problem-solving solutions. Meditation has been an upgrade to the neural network, and yoga is being introduced to improve body capacity. The projection is for a long-term working relationship with all of her parts.

Let your brain run wild. Allow it to create an elevator pitch of its own and discover what it says about you. Maybe there's something you can add to your business elevator pitch that will make you more memorable.

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

Sources:

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

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