

# NEUROSCIENCE FOUNDATIONS

Balancing Brain Chemistry for Engagement



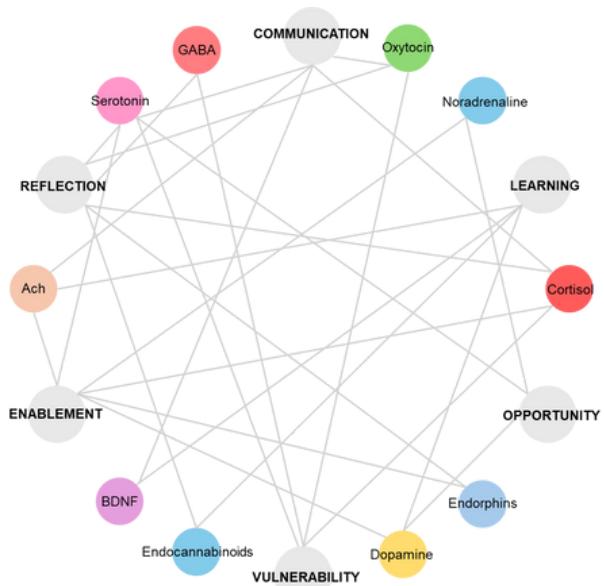
CLOVER ERA

## Connected Neuroscience, Simplified Engagement

The neuroscience behind engagement is interconnected and complex. However, Clover ERA simplifies this complexity, guiding managers seamlessly through actionable steps. Our Employee Engagement Operating System aligns seamlessly with the CLOVER Framework, ensuring teams consistently experience optimal chemical balance, improved emotional states, and maximized performance outcomes.

## Key Brain Chemicals Simplified

- **Dopamine:** Known as the "reward chemical," dopamine drives motivation, pleasure, and learning. When dopamine is optimized, employees feel motivated, focused, and fulfilled.
- **Oxytocin:** Often called the "trust hormone," oxytocin fosters bonding, trust, and collaboration. Elevated oxytocin strengthens team dynamics, loyalty, and psychological safety.
- **Serotonin:** This "well-being" chemical stabilizes mood, boosts confidence, and enhances feelings of significance and respect. High serotonin levels support sustained positivity and resilience.
- **Cortisol:** Known as the "stress hormone," high cortisol can hinder cognitive function, creativity, and collaboration. Clover ERA actively manages and reduces cortisol through proactive, supportive actions.
- **Noradrenaline:** Enhances alertness, attention, and readiness to respond to stress or challenges. Optimal levels improve focus and adaptability.



- **Endorphins:** Natural pain and stress relievers, endorphins create feelings of pleasure and reduce discomfort, enhancing resilience and stress management.
- **Endocannabinoids:** Regulate mood, stress response, and emotional balance. Elevated levels contribute to relaxation, reduced anxiety, and overall emotional stability.
- **Acetylcholine (Ach):** Vital for learning, memory, and attention. Optimal Ach levels enhance cognitive clarity, focus, and mental agility.
- **GABA (Gamma-Aminobutyric Acid):** Acts as the brain's calming neurotransmitter, reducing anxiety and promoting emotional tranquility. Balanced GABA levels aid in stress management and emotional regulation.



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