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# Neuroscience of Personality: Brain Savvy Insights for All Types of People

*By Dario Nardi*



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## Neuroscience of Personality: Brain Savvy Insights for All Types of People

By Dario Nardi

Inside your brain are many keys to what make you and others tick. Imagine peering into the minds of your clients, friends, and loved-ones. Now you can! Award-winning UCLA professor and author Dario Nardi brings to life a feast of useful insights drawn from his brain research lab. He will lead you on a journey of self-discovery, chapter by chapter, that is grounded in first-hand scientific knowledge of the brain. This is a practical guide. Learn how to target "in flow" and "low-threshold" activities that engage people creatively and improve their work-flow and learning. Identify people's struggles and stress areas, including "high-threshold" activities for which a person may avoid or do poorly. You will also enjoy a bird's eye view that summarizes many key aspects of the brain all in one place, in everyday language with case studies, work spaces, and visual maps. New to personality type? This book introduces the basics of the 16 Myers-Briggs types, four temperaments, and eight Jungian cognitive processes. Worksheets guide readers to locate their best-fit personality type code. Fans of Carl Jung's work and the Myers-Briggs personality types will be pleased to learn there is strong neurological validity in the brain for eight distinct cognitive processes and sixteen types. Amaze people with cool insights and implications for how people operate! You may even learn which part of your head to point to and say, "This is where I'm thinking right now."



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#### **About the Author**

Dario Nardi, PhD teaches at University of California, Los Angeles where he is a founding faculty member of UCLA's Human Complex Systems degree program. Dario gained Myers-Briggs certification in 1994 and has been intimately involved in product development and research ever since. He is the author or coauthor of numerous books on personality including 8 Keys to Self-Leadership, Quick Guide to the 16 Personality Types in Organizations, Character and Personality Type, An Introduction to the Personality Type Code, and the 16 Personality Types: Descriptions for Self-Discovery. He created two apps, Personality Types and Love Therapy, for the Apple iPhone / iPad, and authored Secrets of Pact Magic and Villains of Pact Magic for D&D 3.5. Dario has supervised a social neuroscience lab since 2006, with a focus on brain activity and personality patterns as described in Neuroscience of Personality. Dario is a recipient of two teaching awards: UCLA s Copenhaver Award for Innovative Use of Technology in the Classroom and UCLA s annual Distinguished Teaching award.

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