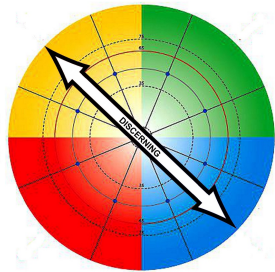
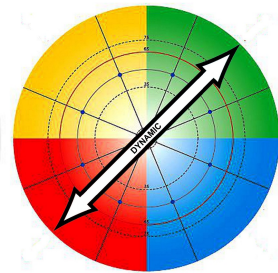


THE *PRISM* BEHAVIOURAL AXES

At its core, the *PRISM* model has two behavioural axes created by two opposite responses to the world: '**dynamic behaviour**' and '**discerning behaviour**'.

Dynamic axis behaviours are associated with taking control of situations and people, and bringing about change quickly. The dynamic behaviour axis is fast moving, displays high levels energy and is comfortable taking risks and making decisions quickly



Discerning axis behaviours are associated with being in control of oneself, moving at a slow or steady pace, and avoiding change unless it is absolutely necessary. The discerning behaviour axis is slower moving, displays lower levels of energy, is less comfortable taking risks and makes decisions less quickly.

The behaviours associated with the **dynamic axis** are driven by two brain chemicals testosterone and dopamine, whereas the behaviours driven by the **discerning axis** are driven by serotonin and estrogen.

Testosterone and dopamine are also closely connected in a bidirectional relationship. Dopamine regulates testosterone and testosterone regulates dopamine. So, high levels of testosterone can stimulate the release of brain dopamine and low levels testosterone can inhibit it.

Estrogen is a natural antidepressant and mood stabiliser which works in direct concert with serotonin. That is, when estrogen levels go up, serotonin levels go up as well. Conversely, when estrogen levels go down, serotonin levels also go down.