
ADAM GRIMM | NEURO COACH

COGNITIVE PERFORMANCE COACHING

THE EVENING SLIDE IS CHEMISTRY, NOT CHARACTER

SWIPE ►►

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THE HOURS WHERE GOOD DECISIONS STOP

You made clean calls all morning. By evening the same brain reaches for whatever is easy and immediate, and the reading of that is almost always moral. Lazy, undisciplined, no follow-through. **THE PATTERN IS FAR TOO RELIABLE TO BE A CHARACTER TRAIT.** It arrives on a schedule.

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WHAT WAS MEASURED

1 A BYPRODUCT BUILT UP

Glutamate accumulated in the prefrontal region that runs cognitive control.

2 BEHAVIOUR FOLLOWED CHEMISTRY

Participants then chose smaller immediate rewards over larger delayed ones (Wiehler, 2022).

3 IT BUILDS, SO IT IS PREDICTABLE

It grows with time on task, not at random. So it can be designed around.

SWIPE ►►

FRONT-LOAD THE DAY

The response that fails is pushing harder into the exact conditions that produced the fatigue. The response that works is scheduling around it. Highest-stakes thinking in the first third of the day, and hard conversations kept out of the depleted hours.

PUT YOUR JUDGMENT WHERE THE FUEL STILL IS.

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