



BRAIN, BRAN and BRAND – BALANCING INTUITION WITH LOGIC

In this article, we'll explore the meaning of BRAIN, and of its variants, BRAN and BRAND. We'll also examine how you can adapt it to any workplace, and assess its advantages and disadvantages.

BRAIN helps people to work through problems systematically, using the following acronym:

Benefits – What are the benefits of the chosen course of action to the patient or the end user?

Risks – What are the risks involved for him or her?

Alternatives – Are there any other approaches that you could consider?

Intuition or Implications – What is your gut feeling about the situation? Is this course of action really the one that you want to take?

Need Time or Nothing – Do you need to take more time to evaluate the problem? What happens if you do nothing? Would doing nothing actually pose less risk than taking action?

You may wish to use the BRAN or BRAND variations, depending on the factors that you need to consider when making your decision

If, for instance, you want to take a more objective approach, you can apply the BRAN framework. This excludes your personal preference or "gut feeling," and can be particularly helpful if you want to remain unbiased when you make your decision.

The other variation, BRAND, also omits the Intuition or Implications step but includes an extra one – Decision. This additional factor prompts you to make a final choice, based on the points that you have covered during the decision-making process.

Advantages and Disadvantages

BRAIN, BRAN and BRAND provide easy-to-remember frameworks that you can use to assess a decision's opportunities, threats and challenges systematically. The tool's simplicity and flexibility means that it can be adapted to a variety of different situations – from organizational, management and team issues to personal dilemmas.

At the same time, the tool's simplicity means that you can risk overgeneralizing a problem. The tool was originally designed to help medical professionals and their patients to make decisions quickly. However, the problem that you are facing may require you to undertake a more in-depth analysis or gather more information before you make a final decision. The simplicity of the BRAIN, BRAN and BRAND model means that it can be easily applied in a variety of circumstances. You may want to use it to help you to make decisions regarding your career, your team, or your personal life.

You might use it, for instance, to assess the benefits and risks of applying for a particular job or promotion. If so, ask yourself what alternative options or approaches are open to you. What does your gut instinct or intuition tell you to do? Would it, in fact, be better to sit tight and do nothing? Or maybe you should focus on developing and progressing in your current position instead?