

Mindset



Booklet | 001
Category | 006

 **Brandmeliers**

SN0007

Introductory Booklet*

This booklet, like all that have the number 001, is the first in a series and serves as an entry point for the category. It provides a comprehensive introduction to the key concepts and themes that will be unfolded throughout the subsequent booklets in this branch of the tree. This introductory booklet serves as a foundation, laying the groundwork for deeper exploration and understanding of the subject matter in the future chapters.



The Will to Evolve

Why are we afraid of the evolving changes that ourself execute?

Thinking in this ambiguity allows us to comprehend that in the nature of humankind, there are two forces that coexist, seeming opposite: the ambition to thrive and evolve, but also the fear of the unknown, feeding themselves in the path of the evolution of the species.

Let's imagine for a moment that our oldest ancestor appeared between five and seven million years ago in Africa and marked the separation of our lineage from that of chimpanzees. Evolutionary biology exposes plenty evidence regarding changes in human

beings over time. Thinking that humans have adapted to such brutal changes through history is truly fascinating and helps us understand the power we have to evolve as a species.

In the book *The Origin of Species*, Charles Darwin explained how their evolution occurred naturally, through slow and gradual changes as a consequence of the adaptation of living beings to their environment. However, it is even more fascinating to realize that we ourselves are the ones doing research on humans. Is it perhaps that self-awareness that harbors these two contradictions about fear and evolution?

The evidence of an evolved brain

Thinking about that ancestor that existed 7 million years ago, and about the 86 billion neurons and trillions of synaptic connections that make up the human brain today, is of such complexity in the animal kingdom, that it pushes us to question and investigate.

Is this the true origin of the so-called Consciousness? Why do we continue to seek to evolve, despite the evolution already achieved? Perhaps evolving is the true purpose as a species? Is it maybe the deep desire to conquer fears and overcome obstacles that made human beings evolve to where they are today?

Millions of years tell our history, create our forms, evolve according to the ages, thousands of scientific studies support the theories, give shape to the whys, try to explain the reasons, but the deep question is still

there, marking our nature; Human beings continue to ask ourselves the same questions and seek to evolve through different answers.

With this series of Booklets we seek to answer that deep question that has been gestating in our DNA since that first man, and to discover, little by little, the driving force that mobilizes humanity towards the discovery of new paths, better ways and constant evolution.

The power of knowing your Mindset and your own consciousness will be what allows you to grow, evolve and improve in your journey.

We invite you to ask yourself the following questions, which although they may seem simple, are capable of functioning as keys that will open spaces of honesty, prosperity and genuine purpose towards natural evolution.

Exercises to get to know your Mindset

How do you think it has been useful for you to do self-analysis?

What does this consideration contribute to your evolution?

When doing a reflection and noticing that you should improve in your actions, thoughts or feelings,

What attitude do you adopt in this regard?

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