

This is a Brain project sample. There are some things that are missing, so make sure you include the following in your slides:

1. A picture of the actual brain structure AND a picture of the metaphor
2. A slide that includes a list of “why not” statements at the end. These three statements explain why some elements do not work in your metaphor.

THE BRAINS BEHIND THE HOTEL

Left Brain



The employees at the hotel is like the left brain in that it controls language, speech, and verbal memory. The hotel employees must verbally communicate with the guests at the hotel, and it is their job to remember what the hotel guests tell and request them to do.

Right Brain



The hotel guests are like the right brain because it is responsible for the visual and spatial methods for processing information. When hotel guests arrive at the hotel, they have a different mindset than the workers who are in charge of communicating with the guests and using math in their work, and they are there instead to take in and process the visual beauty of the hotel while relaxing during their stay.

Corpus Callosum



Money is like the corpus callosum because it is what connects the two brain hemispheres: right and left together. Money is what is exchanged between the guests and the employees and serves as their link so that they would be able to work together.

Frontal Lobe



The hotel owner, like the frontal lobe, is the person that makes the final decisions at the hotel. The hotel manager is exceptional at critical thinking and problem solving in order to respond and make important choices concerning the hotel and the events that occur. Furthermore, the hotel's general manager reports back to the hotel owner.

Primary Motor Cortex



The hotel's general manager is similar to the primary motor cortex in that it is the center for controlling voluntary movement. The general manager of a hotel is in charge of executing the orders sent out by the hotel owner.

Parietal Lobe



The parietal lobe serves as the general manager because it, like the manager, has a lot of responsibility in the smooth running of the brain/hotel in receiving and interpreting most of the sensory information, fielding complaints (perhaps about the taste of room service or the temperature of the rooms) and overseeing the receptionist on the floor, the primary somatosensory cortex.

Primary Sensory Cortex



The receptionist is like the primary somatosensory cortex because it is the sensory center where they receive incoming sensory information from the parietal lobe. The receptionist at the hotel will be the person that will work at the front and take incoming, direct calls, reservations, and information, and requests from the guests as they arrive at the hotel, symbolic for the incoming sensory information.

Temporal Lobe



The Director of Public Relations is like the temporal lobe, which receives and processes hearing and language as they are interested in hearing the “voices” of customers as they look into opinions and favorability ratings through market research to further improve the hotel.

Occipital Lobe



The Director of Sales and Marketing is like the Occipital Lobe because it is the portion in the cerebral cortex that processes the brain's visual range. The Director of Sales and Marketing is in charge of analyzing and creating the the graphs and data collected by the marketing team to identify profits and sales made by the hotel. They use the graphs creates at board meetings to provide a visual for the other board members to better comprehend. In addition, the Director of Sales and Marketing is responsible for creating new slogans and appealing visual advertisements for their pool of potential guests.

Limbic System



The dinner theater offered nightly as an event at the hotel represents the limbic system and all of the parts of the brain that fall under its category, including the hypothalamus, thalamus, hippocampus, and amygdala. The limbic system is responsible for our emotional life, and has a lot to do with the formation of memories, much like a dinner theater event that provides entertainment and pleasure and forms memories for patrons.

Hypothalamus



The hotel restaurant in charge of serving food during the dinner theater is similar to the hypothalamus because the hypothalamus is responsible for controlling the maintenance activities within the body such as eating and drinking (thirst and hunger).

Hippocampus



The hippocampus is most like the seller at the during the dinner theater because they offer a chance to relive and reminisce on the theater event and the hotel stay by offering a souvenir, a memory to remember the occasion.



Amygdala



The amygdala is like the security guard at the Dinner Theater event because the amygdala is responsible for emotions, especially fear and aggression. The security guard is put on duty to cause fear among the guests to scare them into not causing trouble during the dinner theater. In addition, when provoked the security guard can become aggressive towards the guests who do not follow the regulations, and he will escort the guests out.

Thalamus



The thalamus is very similar to the executive chef in the restaurant kitchen. He not only relays the order information on the ticket and assigns those roles to the general chefs and cooks, much like the thalamus that relays sensory information, but also examines the food for quality control before it gets put out the tables by the waitstaff like the thalamus which processes this sensory information.

Cerebellum



The Catering Manager who works at the Dinner Theater is similar to the cerebellum because the cerebellum is responsible for coordinating movement output and balance. The Catering Manager regulates the waiters and oversees the event. The catering manager, like the cerebellum, is not directly responsible for this motor command output, but can modify the instructions as they see fit as they manage the event throughout the night as they make communication between the sensory kitchen staff and the motor waitstaff more smooth and efficient.

Brainstem



The brainstem is like the Director of Operations because the brainstem is the link in the flow of messages between the brain and the spinal cord at the base of the brain. The director of Operations, like the brainstem, plays an essential role in the smooth running of the hotel and oversees the overnight manager, director of food and beverage, and the lights and sound technicians as the general overseer of operations in setting and improving management and operational policies at the “back of house, ” in charge of employees not directly interacting with patrons (like the general manager).

Medulla



The Director of Food and Beverage is under the jurisdiction of the Director of Operations. He is like the medulla in that it is responsible for managing heartbeat and breathing to keep the body stable and steady. Likewise, the Director of Food and Beverage is in charge of managing the food and drink items put on the menu. The director is in charge of keeping the food and drinks offered at the different hotel events to be constant and steady like the heartbeat in a body because the constant availability of 24-hour room service is at the “heart” (ha) of the smooth running of any hotel.

Pons



The overnight manager represents the pons, which regulates the sleep and wake cycle. If patrons need a service or request help during the night, the overnight manager oversees this assistance. They also are in charge of overseeing the different night shift hours of the employees.

Reticular Formation



The hotel technicians are like the reticular formation because it is the center for controlling arousal. The technicians are responsible for managing the lights and sounds at the hotel. They are in charge of keeping everyone at the hotel to stay conscious and awake by providing light and sounds throughout the hotel. The technicians' jobs are to maintain the lights and sounds by fixing any errors with the light or sound system. If the hotel technicians were off duty, then the lights and sounds will not work causing the hotel to have a black out and shut its operations down. This is similar as to when the reticular formation is cut off, and it sends the body into a coma.

The Body



The actual body represents the team that make improvements on and building of the hotel, such as the architect. The hotel structure metaphor encases the brain (all of the employees and guests) and they make modifications on the hotel or act on changes after decisions have been made and orders have traveled back down to them after all the feedback of the employees such as the general manager based on customer satisfaction and funding decisions of the Corporate Board have been sent to them.

Central Nervous System



The hotel computer system represents the Central Nervous System. The Central Nervous system controls the activities of the brain as it is comprised of the brain and spinal cord. Likewise, the hotel computer system controls all of the activities at the hotel. The computer system holds records of all the room reservations and room assignments for the guests at the hotel as well has all the information about all of the events scheduled to happen. The computer systems at the hotel also controls the finances and communications at the hotel. Anything that is to be happen at the hotel must go through the computer system similarly as to how everything in the body must go through the central nervous system.

Peripheral Nervous System



The plumbing and electricity system represents the Peripheral Nervous System. Although light and sound technicians are on standby to make sure it runs smoothly, the plumbing and electricity system run largely on their own, set up to work automatically without direct human intervention. For instance, the sympathetic nervous system could be represented by the fire alarm system, which is capable of arousing the entire hotel body into the action of evacuation and triggering the fight-or-flight survival mechanism response on its own. The resumption of the smooth, normal operations of electrical and water operations following the fire evacuation could be the parasympathetic system because it calms the hotel down and gets it working normally again. Both of these systems fall under the autonomic system because they are largely capable of working independently without voluntary supervision. The somatic system could be the light switches and faucets within this system. People must voluntarily choose to flip the switch or turn on the faucet to call this system to action.

Neuron System



The Bellboy service at the hotel represents the neuron system because it is the speedy communication network and carries out tasks given to the neurons. The bellboys at the hotel are hotel porters that when summoned by the desk clerk will jump to attention in order to receive their instructions to help the guests.

Endocrine System



The endocrine system is housekeeping. The endocrine system oversees the release of slower chemical messengers that travel through the bloodstream. The response of housekeeping is not as immediate as the bellboys, who can be summoned as soon as the front desk calls. Although the housekeeping cannot act as immediately as the bellboys in assisting and serving patrons because they can only act during limited hours in the day, they are able to carry out tasks given to them within the “body” of the hotel structure and stimulate change, reporting adjustments that need to be made.

Endocrine System part 2!



1. The pituitary gland is represented by the Executive Housekeeper because it controls other endocrine glands. The Executive Housekeeper is in charge of all of the maids and services offered at the hotel to tidy up the rooms and laundry. The pituitary gland is under the domain of housekeeping which is the endocrine system, but it is the most influential gland in the endocrine system, and it is the master of all other glands including the maid service.
2. The hotel maids is like the thyroid because it is responsible for metabolism which is the chemical reactions within the cell that is involved in maintaining the living state of the body. In comparison, the maids of the hotel are responsible for keeping the hotel rooms clean and in a livable space for guests.