



## A Love Plus Equation

“Our brains are made for love. And that love comes primarily from other people. We should be putting as much love into the world as possible. I try to make every interaction have what I call a love plus equation. I want to have more love in the world after I’ve spoken to you or somebody else than was in the world before we started the interaction. It’s a really simple rule, and I reflect on it every single day. So, when I interacted with the person from Starbucks, did I add love to their world or was I neutral or did I take love out of the

world? If you’re doing that and focusing on adding love, then most things you do are probably the right things to do.”

**- Paul J. Zak (a.k.a. Dr. Love), 56, Neuroeconomist and Author of *Trust Factor: The Science of Creating High Performance Companies*, Claremont, CA**

Paul’s two decades of research have taken him from the Pentagon to Fortune 50 boardrooms to the rain forest of Papua New Guinea. All this in a quest to understand the neuroscience of human connection, human happiness, and effective teamwork. His academic lab and his companies develop and deploy neuroscience technologies to solve real problems faced by real people.

His latest book, *Trust Factor: The Science of Creating High Performance Companies*, uses neuroscience to measure and manage organizational cultures to inspire teamwork and accelerate business outcomes. His 2012 book, *The Moral Molecule: The Source of Love and Prosperity*, recounted his unlikely discovery of the neurochemical oxytocin as the key driver of trust, love, and morality that distinguish our humanity. In another obsession, Paul’s group uses neuroscience to quantify the impact of movies, advertising, stories, and consumer experiences. Along the way, he has helped start several transdisciplinary fields, including neuroeconomics, neuromanagement, and neuromarketing.

Paul’s research on oxytocin and relationships has earned him the nickname “Dr. Love.” That’s cool. He’s all about adding more love to the world. Visit his website at [www.pauljzak.com](http://www.pauljzak.com)

