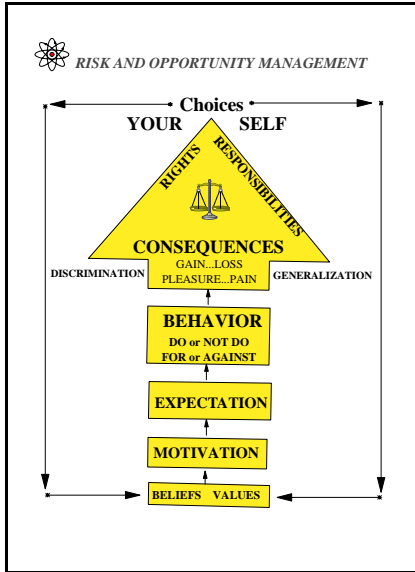


# BRACE™ .....

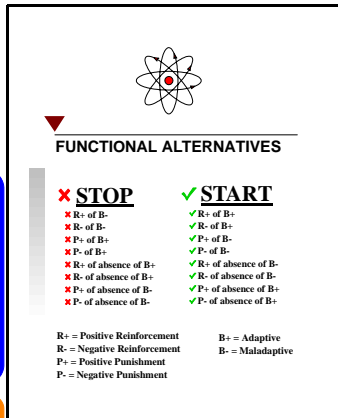
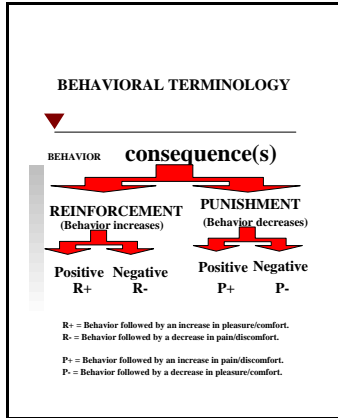
(Behavioral Relativity And Cognitive Economics)



NOTE: Positive reinforcers motivate approach behavior and negative reinforcers motivate avoidance behavior, but negative reinforcement is not the same as punishment. Reinforcement strengthens or increases a behavior and punishment weakens or decreases a behavior.

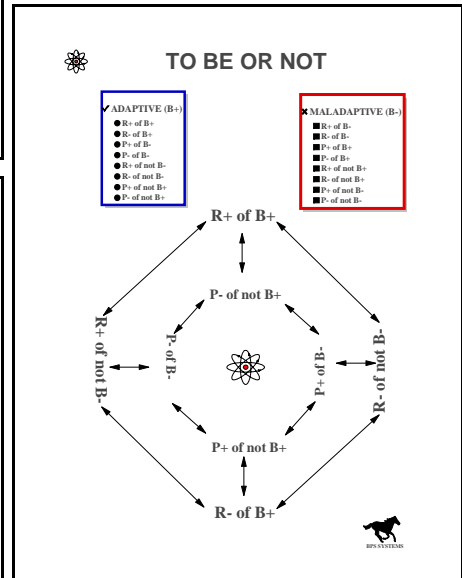
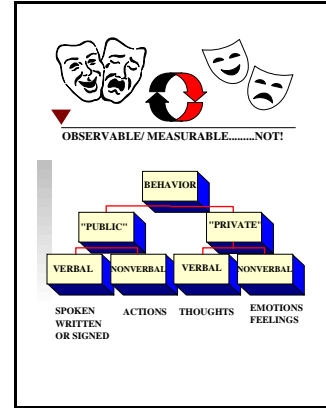
ADAPTIVE = EXERCISING RIGHTS AND MEETING RESPONSIBILITIES.

MALADAPTIVE = VIOLATING RIGHTS OR NOT MEETING RESPONSIBILITIES.



$$-R^+ = P^- \quad -R^- = P^+ \\ -P^+ = R^- \quad -P^- = R^+$$

YOUR SELF!

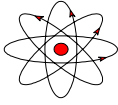


## PRINCIPLES, ASSERTIONS AND ASSUMPTIONS

1. Reinforcers are unique for each individual.
2. People work (behave) for relative (net) gain: to increase pleasure/comfort and/or to decrease pain/discomfort.
3. The same behavior may serve different functions and have multiple consequences.
4. The function and potency of reinforcers change across time and circumstance.
5. Reinforcement of any given behavior is punishment of alternatives and vice versa.
6. Short term gains have long term costs and vice versa.
7. Relatively low energy, high effect behavior is predisposed to selection.
8. Behavior is lawful and the principles of learning operate independent of our awareness of them.
9. Imagined behavior has real consequences.
10. The principles of learning are amoral but values and beliefs are learned.
11. One's behavior is another's consequence.
12. What a person does not do is as important as what a person does.

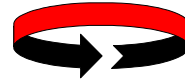
## REINFORCER POTENCY SUBSCRIPT

- +5 = extremely rewarding (extreme pleasure, intense feelings of well-being, elation or euphoric reaction; if necessary will persistently and repeatedly expend high energy, sacrifice less potent positive reinforcers, tolerate highly aversive negative reinforcers, and engage in high risk behavior to gain, maintain, keep, protect). If necessary, will run the entire range of response hierarchy.
- +4 = highly rewarding (will "behave", "work" or "act-out" for).
- +3 = moderately rewarding (will actively seek).
- +2 = mildly rewarding (reaches for, moves towards, participates).
- +1 = very mildly rewarding (will ask for; will accept).
- 0 = no noticeable effect other than novelty or initial orienting response.
- 1 = very mildly aversive (passive escape/avoidance, discards).
- 2 = mildly aversive (will not accept, pushes away, moves away from).
- 3 = moderately aversive (active escape/avoidance).
- 4 = very aversive (intense pain, fear or anger reaction; will behave, work or act-out against).
- 5 = extremely aversive (extreme pain, panic or rage reaction; will expend high energy and engage in high risk behavior to delay, avoid, decrease or terminate. If necessary, will run entire response hierarchy).



# BRACE

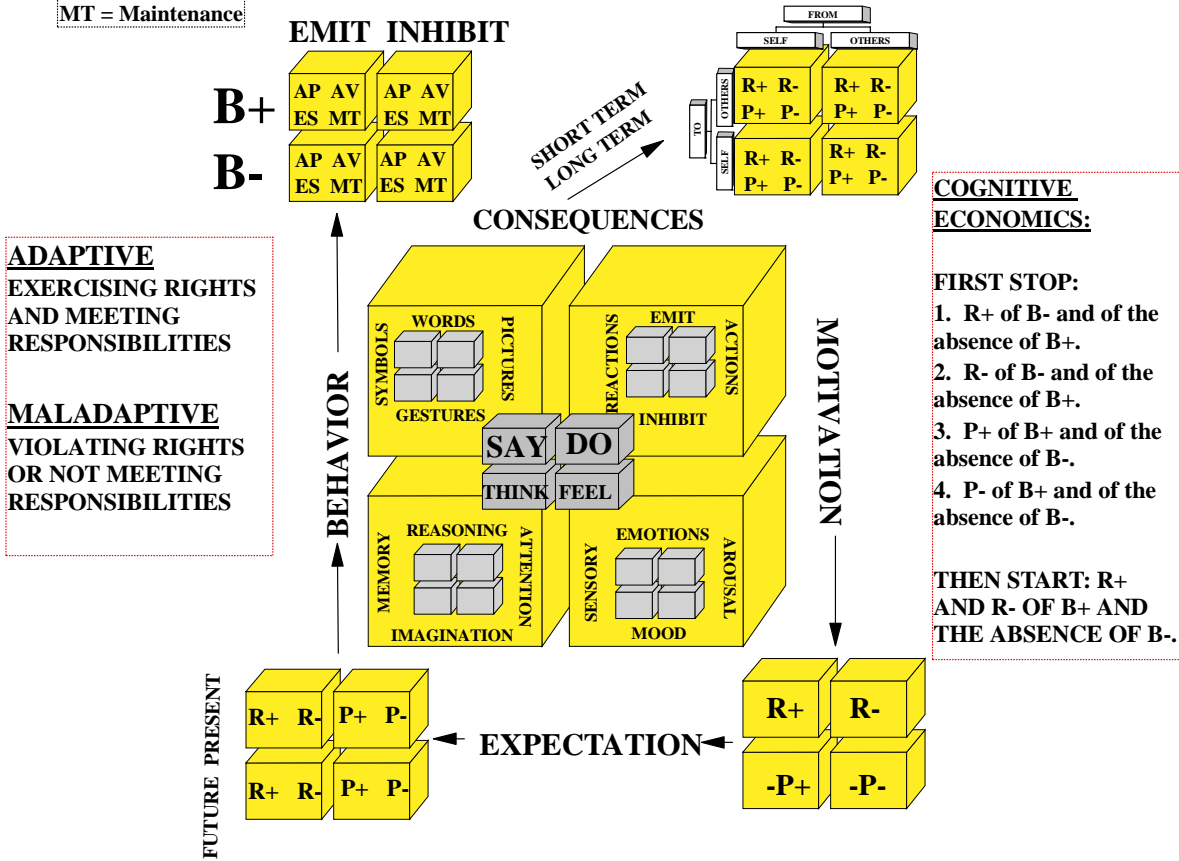
(Behavioral Relativity And Cognitive Economics)



**B+ = ADAPTIVE**  
**B- = MALADAPTIVE**

**R+ = POSITIVE REINFORCEMENT**  
**R- = NEGATIVE REINFORCEMENT**  
**P+ = POSITIVE PUNISHMENT**  
**P- = NEGATIVE PUNISHMENT**

AP = Approach  
AV = Avoidance  
ES = Escape  
MT = Maintenance



"BEI NG I S BECOMI NG"