

# Brain Micro-Briefing

## PURPOSE, MOTIVATION & THE RESILIENT BRAIN

By Doris Kavcic from

**VITALUX**  
RESIDENCIAS

Why do some people keep going when things get tough, while others quit? Neuroscience shows that motivation and resilience aren't just about willpower. They're deeply connected to how the brain works, especially when we have a clear sense of purpose.

**FIND YOUR 'IKIGAI': THAT SENSE OF PURPOSE IS LINKED TO BETTER PHYSICAL AND MENTAL HEALTH**

Our brains are designed not just to survive, but to seek meaning. Once our basic needs - like food, sleep, and safety - are met, we're driven by deeper goals: learning, creating, helping others, building something that matters.

Recent brain research confirms this. Studies show that people with a strong sense of purpose have better stress regulation, healthier brain activity, and even lower levels of inflammation. One study found that having purpose strengthens networks in the brain related to focus and memory, helping us stay clear-headed and adaptable, even in difficult times.

Another insight: resilience isn't just about pushing through. It's about how the brain bounces back, learns, and finds new ways forward. The prefrontal cortex (our center for decision-making) helps us reframe setbacks and stay flexible when plans change.

Take Okinawa, Japan. Many people there live exceptionally long, healthy lives. A key reason? They live with *Ikigai*, a personal 'reason to get up in the morning.' That sense of purpose is linked to better physical and mental health.

So if you want to stay mentally strong, don't just power through, look inward. Find your \*why\*.

Here's the neuroscience takeaway: Know your \*why\*; that's where long-term clarity and cognitive strength begin. Start by noticing what energises you, challenges you, and feels meaningful beyond the moment!

**PEOPLE WITH A STRONG SENSE OF PURPOSE HAVE BETTER STRESS REGULATION, HEALTHIER BRAIN ACTIVITY, AND EVEN LOWER LEVELS OF INFLAMMATION.**

We're delighted to welcome Doris Kavcic - entrepreneur, real estate expert, and passionate advocate for neuroscience - as a columnist in Society Marbella.

Best known as the founder of Vitalux Residencias Lujosas and our April cover star, Doris brings a unique blend of business acumen and scientific insight to the world of luxury living.

In her 'Brain Micro-Briefing' column, Doris will explore in selected issues the fascinating connection between brain health, psychology, and everyday life, offering thoughtful reflections and practical tips to help you nurture both mind and lifestyle.

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