

FORGET ABOUT DOPAMINE & CO.

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Everyone in self-development seems to have discovered **hormones**, dopamine in particular, and promptly decided to explain it to the world.

“Here’s how to maximize your dopamine...”

As if neurotransmitters were adjustable settings in a wellness app.



Let's be clear: dopamine is not a productivity hack. Nor is cortisol just “*the stress hormone.*” Or serotonin the “*happiness*” one.

Hormonal and neurochemical systems are complex, nonlinear, and tightly interdependent. They are not levers for self-optimization.

If you either hear or read such simplistic statements, switch off the phone and go for a walk instead, much more useful!





What's worrying isn't just the oversimplification. It's the authority with which **misinformation** is delivered, often to massive audiences, with no scientific background.

If you want to know how to conduct friendly interviews, ask a podcaster. If you want to learn about hormones, ask an endocrinologist.

Not the other way around.

We can (and should) speak about the body and brain in ways that are **informed, contextual, and appropriately humble.**

Because if our coaching, leadership, or content strategy rests on misused science, we're not empowering people, we're misleading them.

Let's raise the bar.



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