

Attitude Control and Decision Optimization for Successful Management of the Personal and Professional Projects

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ABSTRACT

It is shown that the informational system of human is mainly composed by three informational circuits managed by the brain in relation with the body, i.e. the adaptation circuit, connected to information and consisting in four subsystems, the maintenance/survival circuit connected to matter (food, air, water), and the circuit of the species survival, including two subsystems, supported by the genetic material, containing implicit/intrinsic information. The attitude towards the objective of a personal or professional project is defined in a Diagram of Attitudes Efficiency as a vector of equal amplitude with maximum efficiency on the axis towards the objective, with possibly different orientation, leading to various effects on the achievement of the objective, in the four quadrants of the circle described by this angular variation. Their detailed analysis allows to distinguish and manage the attitude/decision in each quadrant, and to orient/optimize them to the sectors of success, with efficiency greater than 50% for the achievement of the objective.

Keywords: Informational System of Human; Informational Circuits; Personal/Professional Projects; Attitude as a Vector; Diagram of the Attitude Efficiency; Attitude Management/Optimization for Successful Results

Abbreviations: CDC: Centers of Decisions and Command; IGG: Info-Genetic Generator; OIS Operative Informational Systems; CASI: Center of Acquisition and Storage of Information; MIS: Maintenance Informational System; GTS: Genetic Transmission System; PIS: Programmed Informational System

Introduction

In this informational era, where change is actually the one that prevails on stability, bringing new challenges not only at the individual level but also at continental and even the planetary level, the need for adaptation is increasing rapidly. But how life works and how adaptation works, as a result of the body's coupling to reality, to everyday reality, is a still unresolved question [1], which has been following humanity since ancient times [2]. Demonstrating that information is a universal property, a primordial factor active in living beings, in particular in humans, supporting the communication with oneself, with the environment, between individuals and between communities, it has recently been shown that man is endowed with an information

system, serving for adaptation [3,4]. In this paper, it is shortly presented the structure of the informational system of human and the associated informational circuits, showing that attitude, as an informational output of this informational system, could be adequately managed to obtain optimal, successful results in personal and professional projects.

The Informational System of Human

Recent studies show that human is endowed with an information system, consisting of seven informational components, corresponding to informational/cognitive centers in the brain, with which he can detect, store information and decide, depending on the circumstanc-

es, serving for adaptation [3,4]. Part of these informational components, defined as the Programmed Informational System (PIS) [5], lead respectively (Figure 1):

- (I) The body's self-maintenance through metabolic processes, defined as Maintenance Informational System (MIS), supported in brain by the stem area, cerebrum and cerebellum, controlling in the body automatic functions like breathing, heart rate, temperature, and digestive organs; the detection in mind of MIS is obtained by the cognitive center defined suggestively as Iam (Ia) (detection symbolically represented as MIS=>Iam (Ia)), expressing the self-status, vigor, health and signals about body necessities. (hunger, thirst, evacuation needs), and/or inconvenient states like pain;
- (II) Body growth and evolution, defined as Info-Genetic Generator (IGG), supported in the brain by the hypophysis and hypothalamus, regulating the body growth and its development, metabolism and aging, connected with the info-genetic output terminal in the body – the genital organs, and with the lymphatic and bone marrow circuits for immunity activities [5,6]; IGG is recognized in mind as the cognitive center Icreated (Icd) (IGG=>Icreated (Icd)), manifested by inclinations, predispositions, preferential abilities. talents [7];
- (III) Reproduction, managed by the Genetic Transmission System by means of hypophysis (pituitary gland) and hypothalamus, and is connected to the genital organs in the body (GTS=>Icreate (Ic)).
- (IV) The center of acquisition and storage of information (CASI) – info-detection and memory, which is the informational input of organism, composed by all the components assuring the detection of information (sensors), the associated circuits and the brain specific zones (prefrontal cortex (short-time memory), hippocampus – long-time memory, cerebellum (learned behaviors and skills), (CASI=>Iknow (Ik));
- (V) The Centers of Decisions and Command (CDC), which processes the received information and delivers a decision (informational output of the organism – Attitude), supported by the prefrontal cortex for judgement, cerebral cortex, cerebellum and execution elements in the body – muscles (CDC=>Iwant (Iw));
- (VI) The Info-Emotional System (IES), managing emotions, as an internal reactive effect of the received or activated information, led in the brain by the limbic system, composed by thalamus, hypothalamus, hippocampus, midbrain and amygdala (fear structure), connected in the body to the hearth and cardiovascular system, detected in mind as the cognitive center suggestively defined as Ilove (Il), as a recognition of the fundamental role of love/associative force of life (IES=>Ilove (Il)). A special component of the informational system is:
- (VII) Info-Connection (IC), with a role of info-selection – YES/NO Bit-type (acceptance/rejection) process, as a function of the personal experience/mentality, supported in the brain by the anterior and posterior cingulate cortex [8,9,10], reflected in the mind by the cognitive center Ibelieve (Ib) (IC=>Ibelieve (Ib)), pointing out the trust in the verified/reliable inherited or acquire information (beliefs); the selection process in IC is automatic, and serves OIS during the connection to reality or planning/daydreaming process [9].

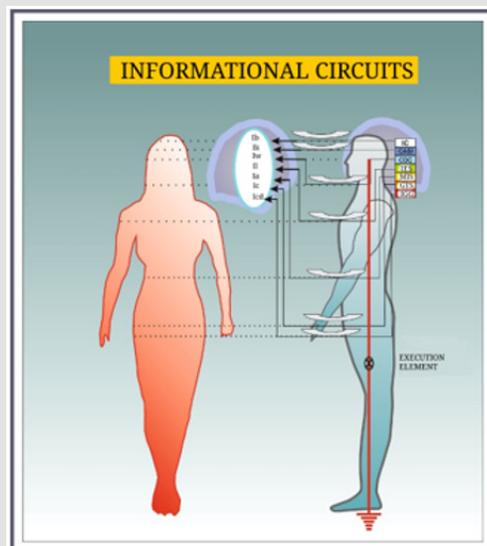


Figure1: Informational circuits of the human man/woman organism, showing the managing systems (right upper side) and the corresponding cognitive centers of consciousness (in the center of the figure).

Looking to these results, the following important conclusions can be deduced:

- (1) MIS supports in an automatic informational way the activity of the matter-related circuit of the organism for survival, "biased" by the difference between the input flux of matter (foods, air, water) absorbed from the environment for necessary nutrients and output flux of wastes, symbolically represented in Figure 1 right side, as connected thus to the "earth";
- (2) OIS is connected to the external/internal explicit/extrinsic information/informational "field"/sources of reality by CASI (informational input), guided by IC, and is able to "feel" information as an intimate resonator by IES, and to elaborate an intentional decision for adaptation by CDC – the informational output – Attitude;
- (3) GTS and IGG are biologic/info-genetic output and input circuits respectively, assuring the reproduction and species survival, as implicit/intrinsic sources of information, mainly supported by the ribonucleic acid (RNA) and Deoxyribonucleic Acid (DNA) [11].

Attitude Control and Decisions Optimization for Successful Results

The present Attitude (Iwant) traces the future evolution in life. Such a situation is represented suggestively in the central zone of Figure 2, where the orientation of Attitude to a certain OBJECTIVE is marked by elemental decisions, oriented momentarily (YES) or not (NO), to the proposed objective. YES and NO are the fundamental decisional elements that ultimately determine the trajectory as individuals in society, in life and as a species, and they are actually the constitutive elements of the information unit – Bit. This becomes more evident, associating YES decision with 1, and NO with 0, as it operates this informational unit in an informational way. Chains of YES/NO elemental decisions made at any moment, mark therefore the future trajectory to an objective [1,12-14]. That means that a momentary decision YES or NO, defines the next steps on a path that is to be to further followed irreversibly. Certain attitude, expressed through a YES today, attracts a different perspective tomorrow, distinct from the one if the NO alternative would have been chosen in a given situation. The YES/NO decision chain determines the path followed in life, and therefore Attitude is a vector, depending on the direction on the map of personal evolution. That is because by a present decision at any moment, a future "YES" or "NO" orientation it will be determined. The chain of daily decisions is not a stabilized chain, thus allowing flexible adaptation to the environment, by the adaptation circuit.

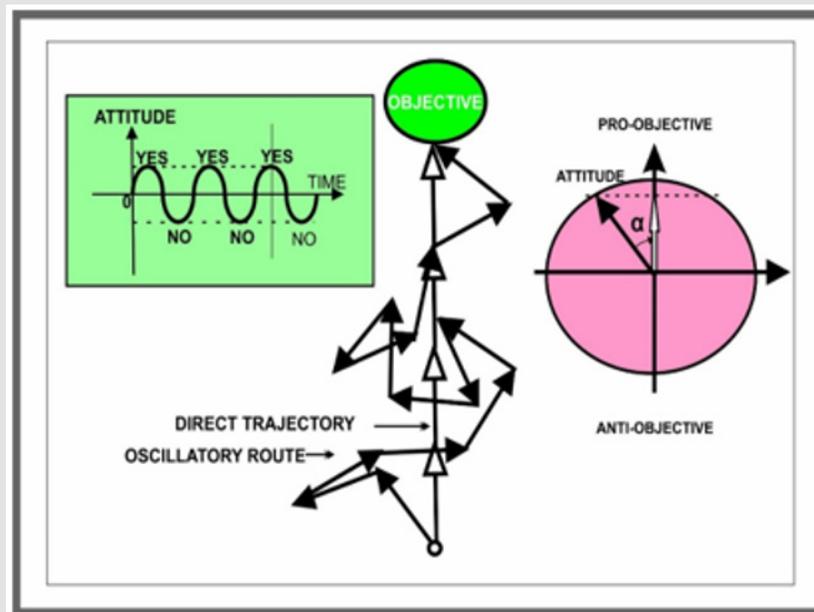


Figure 2: Attitude toward an OBJECTIVE (central zone), showing the PRO-ACTIVE/ ANTI-ACTIVE (right side) and both the direct and oscillatory route/more (left side).

However, the decisions are based on the informational baggage of the genetically stabilized dowry, as well as that gained through the own experience (acquisitive), which is constituted by selection criteria and stabilized behavioral models [8,12-14]. The info-connections to reality but also the survival circuits can influence in a determinant way the personal decisions and Attitude in life. In the graphical/schematic representation of Figure 2, the direct trajectory towards a goal/OBJECTIVE is shown by the straight line that connects the starting point (Iwant) with the final target (OBHECTIVE). However, most of the time in life, this trajectory cannot be reached perfectly, because along the way, there are not only oscillations of personal behavior (ideally represented by sinusoidal oscillations in the graph on the upper left side of Figure 2 and discussed below), but also inherent obstacles of external origin, which produce deviations from the initial attitude. Therefore, the real path is actually not a straight line, but the one marked by successive steps with the orientation given by the arrows. The path in this case is much longer, but the goal/OBJECTIVE can also be reached in this way. The advance obtained by completing each small/elementary step is marked in the circle inserted on the right side of Figure 2, by the white arrow along the axis towards the OBJECTIVE, where this advance appears as a projection under an angle of deviation (α) from this axis, the contribution of this step being always smaller than the real amplitude of the attitude.

Within the frame of this process, a regression instead of an advance is often achieved, obtaining steps towards the ANTI-OBJECTIVE, as it can be seen from Figure 3, highlighted by the arrows oriented towards the lower half-plane. The energy expenditure on such a route is much higher than on the direct route, so this would not be an economical way. Figure 3 represents the DIAGRAM of the ATTITUDE EFFICIENCY in relation to a goal/OBJECTIVE, in which the ATTITUDE is epresented as a vector, with the amplitude defined as maximum efficiency of Attitudes (E_{Amax}), equal to the radius of the circle, taking different degrees of orientation towards the OBJECTIVE, given by the angle α to the vertical axis, where the efficiency is maximum. On this axis, is represented the ATTITUDE EFFICIENCY (E_A), as a projection of the vector Attitude of amplitude E_{Amax} . Following thus such a representation, it results that the upper half-plane in Figure 3 is the zone of acceptance, in which the efficiency takes on positive values – favorable to orientation towards the OBJECTIVE. The Attitude in the upper half-plane is therefore FAVORABLE to achieving the goal, it is a PRO-ACTIVE/PRO-OBJECTIVE Attitude. On the contrary, in the lower half-plane, negative values are obtained on the Efficiency axis with respect to the OBJECTIVE, the result is marked by the MINUS sign, so it is counterproductive and therefore leads to its opposite, in fact not only to its non-achievement, but even worse, to the actual achievement of the anti-objective, its opposite “goal”.

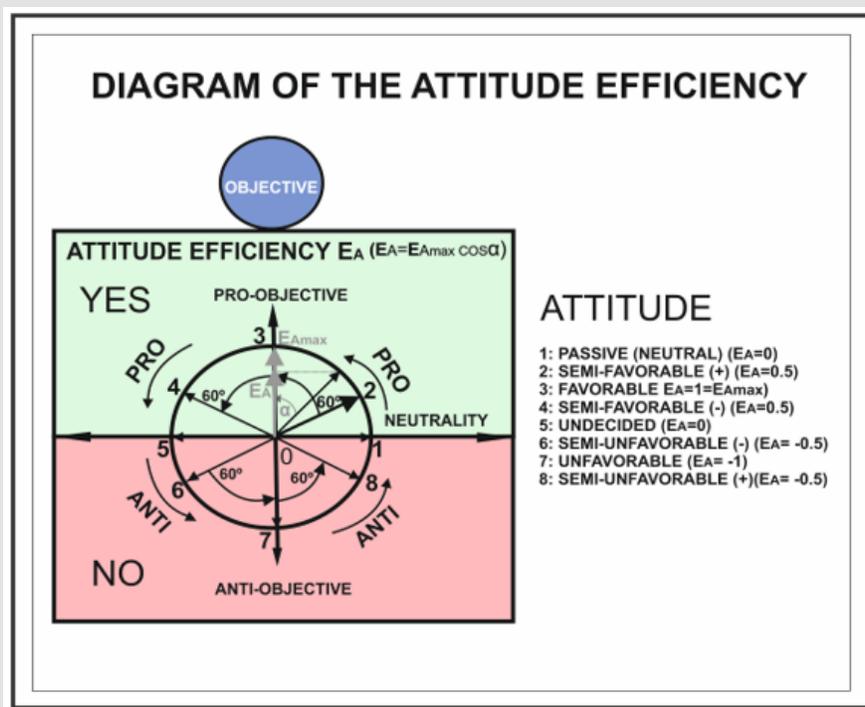


Figure 3: DIAGRAM of the ATTITUDE EFFICIENCY, showing the Efficiency E_A as a projection of Attitude defined as a vector with the amplitude E_{Amax} on the vertical axis oriented to a certain OBJECTIVE, depending on various orientations with an angle α .

In this half-plane, the Attitude is UNFAVORABLE to the achievement of the objective. The maximum value of efficiency is obtained when the attitude is oriented entirely towards the objective, so that it lies over the efficiency axis in its positive sense, attaining E_{Amax} . Thus, according to the positive or negative values of efficiency, the upper half-plane is positive, PRO-OBJECTIVE, corresponding to the favorable attitude, and the lower one is negative, ANTI-OBJECTIVE, corresponding to an unfavorable attitude. The vertical axis is the axis of efficiency, and the horizontal axis is the axis of involvement in achieving the objective. While in the semi-plane of the right side of the vertical axis, the degree of involvement increases towards achieving the objective with maximum at the position 3, as Attitude vector moves away from the point 1 (passivity) in the positive direction of the axis, in the semi-plane of the left side of the vertical axis, the sense is opposite, showing that the degree of uncertainty in achieving the objective increases, so in position 5 the attitude becomes totally undecided between pro and anti-objective. It is to be remarked again that in the position 3, passivity is zero, so involvement is maximum towards achieving the OBJECTIVE in the positive direction of the efficiency axis, while in the negative direction of axis in position 7, Attitude vector is maximum towards achieving the ANTI-OBJECTIVE, in the negative direction of the efficiency axis in Figure 3.

Assuming that the Attitude vector rotates thus on the circle in Figure 3 in a counterclockwise direction, so in a trigonometric sense, then the efficiency E_A can be deduced from the size of the Attitude projection (the resulting segment on the vertical axis leading a parallel through its vertex to the horizontal axis), as follows:

$$E_A = E_{Amax} \cos \alpha \quad (1)$$

Specifically, by traversing the circle in a trigonometric sense, the following relevant situations can be distinguished:

- (I) In quadrant I, which can be characterized as positive, PRO-AC-TIVE, the attitude is favorable to achieving the objective, with various efficiency values, depending on the value of the slope α , starting from position 1 of passivity to position 3 of maximum efficiency, when the slope is 0° ;
 - (II) In quadrant II, which can be characterized as a quadrant of DOUBT, even if the orientation (Attitude) is still positive, this further moves away from maximum efficiency, although the attitude remains favorable, while the approach to the horizontal axis reduces the efficiency of the attitude towards achieving the objective from the maximum value, to the zero value (position 5 of indecision), when the attitude is already at the PRO-OBJECTIVE/ ANTI-OBJECTIVE border, corresponding to a slope of (-90°) ;
 - (III) In quadrant III, which can be characterized as NEGATIVE, the attitude becomes completely unfavorable, starting from indecision (position 5) towards the anti-objective acceptance, the most negative attitude being recorded in position 7, completely unfavorable, when the inclination is (-180°) ;
 - (IV) In quadrant IV, which can be characterized as a quadrant of return, of RECOVERY, the attitude is still unfavorable, but moving from position 7 (inclination of (-270°)) towards the objective, to become positive again, therefore of commitment to the objective in quadrant I.
- It is also important to note that for multiple inclinations of 60° , the efficiency is 50% ($\cos 60^\circ = 1/2$), indicating an equal part of non-commitment towards the objective, and that of commitment towards achieving the objective. The attitude located in the sector of the circle of the angle of 60° is productive, because it contributes more than 50% to the achievement of the objective, while the attitude located in the sector of the circle of the angle of 30° remaining in the quadrant, is associated with a lower contribution to efficiency and a higher contribution to inefficiency, therefore it is less productive. Taking into account above analysis, the most important positions marked on the ATTITUDE DIAGRAM represented in Figure 3, are the follows.
- (1) The attitude in position 1, corresponding to the position of an angle α of 90° , is maximally passive, the efficiency being zero according to the relationship (1) above. This translates into non-commitment to the objective, and the result of this attitude is a vector non-directive to the objective, so inefficient.
 - (2) The attitude in position 2 is semi-favorable (60° tilt), marking the lower inefficient sector compared to the upper efficient one, where the attitude is increasingly productive. Passivity in this quadrant can be attributed to an inactive attitude, not committed to achieving the goal.
 - (3) The attitude in position 3 is completely efficient (zero passivity), ensured by the overlap over the direct goal/OBJECTIVE-oriented sense.
 - (4) The attitude in position 4 is semi-favorable, marking the border of the efficient sector; compared to the inefficient one in quadrant II. Unlike the situation in quadrant I, the inefficiency within this sector comes from the uncertainty about the opportunity to achieve the goal and the attraction to the anti-goal, which can be remedied by reanalyzing the situation, by adding information and/or by remodeling (re-adapting) [15], as will be shown in detail in a later volume [16].
 - (5) The attitude corresponding to position 5, which can be characterized as undecided, has a zero contribution to efficiency. This attitude is between YES and NO, and expresses the uncertainty between crossing the line of demarcation of the positive attitude (YES => PRO) and the negative one (NO => ANTI), the effect/Efficiency of such an attitude being again zero, because the orientation is perpendicular to the efficiency axis. But as commented above, this attitude can be modified through training, information and re-adaptation, as it will be explained largely in a future book [16].

- (6) The Attitude in position 6 marks in quadrant III the transition from a pro-objective attitude to an anti-objective attitude, the border between low efficiency (< 50%) and high efficiency (> 50%), but directed against the objective. The attitude of denial comes from the negative orientation, therefore towards ANTI-OBJECTIVE. This is the quadrant most unfavorable to the objective. However, the “exit” from this stage can be achieved through re-adaptation, as will be shown in detail in a volume to be published later [16].
- (7) The Attitude corresponding to position 7 in Figure 3, indicates the transition from an efficient attitude, but contrary to the achievement of the goal, to one oriented towards disengagement from the anti-goal, and which moves towards the area of acceptance/return/recovery and pro-active assumption of the goal (quadrant I). This attitude can be remodeled more easily than that corresponding to quadrant III, to serve the achievement of the goal.

Within the sector of the circle marked by the numbers 2-0-4, the Attitude is oriented towards achieving the objective in a proportion greater than 50%, which allows to state that the attitude placed in this sector is a SUCCESSFUL, productive attitude. The opening of this sector is 120°, marking the fact that the zone of SUCCESS to fulfill the objective around the maximum value of efficiency is wide. Symmetrically, it can be seen that the anti-objective attitude is also wide, contained in the sector of the circle marked by the positions 6-0-8. The non-productive areas from the point of view of efficiency are marked by the sector of the circle 8-0-2 near the semi-axis of inefficiency towards the objective and by the sector of the circle 4-0-6 near the semi-axis of uncertainty. An oscillatory mode, consists in an attitude which oscillates, moving from an extreme stage to another on the attitude diagram. Such a situation is depicted in the diagram inserted in the upper left side of Figure 2, where it is represented the variation of the attitude over time, assuming for simplification (a theoretic case) that the angle α varies over time with a constant angular velocity ω , so that $\alpha = \omega t$. Therefore, the efficiency oscillates like the trigonometric function cosine, according to the formula:

$$\frac{E_A}{E_{Amax}} = \text{Cos}\omega t \quad (2)$$

A successful result depends also on the rapidity of a decision, made as quickly as possible in the shortest possible time, within this era of “nano” scale technologies, with challenging increased speeds of the computers and artificial intelligence. “To be in phase” means, from the point of view of the attitude representation diagram, that the angle between the attitude and efficiency vector ($\alpha = \omega t$) is zero, that is, the attitude expresses maximum efficiency at the appropriate moment. The angle referred at a given moment is called “phase”, as it can be recalled from the study of alternating current in electrical circuits, and to be “out of phase” with respect to a situation, means

that this angle is different from zero, that is, a successful attitude does not coincide with the maximum efficiency, this NOT being on “phase”. An extensive presentation and discussion on the successful ways to use the informational system for better performances in private and professional life will be soon published [16].

Conclusion

The analysis of the informational system of human shows that this is composed practically by three main informational circuits, connecting the brain with the body: the circuit of adaptation (with four subsystems), connected to information, with informational output expressed by Attitude, the circuit of maintenance/survival, connected to matter (food, air, water), and the circuit of species survival (with two subsystems), complied by the genetic system. Attitude can be described as a vector with the amplitude expressing the Efficiency in the fulfilment of a goal/OBJECTIVE and orientation with an angle receiving various values with respect the direct direction to this objective. When Attitude is not really fully oriented to objective, elementary momentary decisions marks the subsequent chain YES/NO sequences to the objective, determining a larger trajectory to a successful fulfilment of the objective, sometimes oriented against it. The efficiency of Attitude as a vector is discussed, showing that this can be expressed by a trigonometric relation within the Attitude Diagrams of Efficiency. The proposed Attitude Diagram is intuitive, and has the merit of expressing in explicit form the positioning towards an objective not only qualitatively, but also in a quantifiable form. Four quadrants with specific behavior were discussed on the diagram: a quadrant of EFFICIENT attitude, a second one of DOUBT, one (the worst) of an Attitude Anti-OBJECTIVE, and the fourth a quadrant of RECOVERY.

It was possible on this way to determine a right orientation of Attitude in an area of the diagram circle assuring more than 50% Efficiency, for an optimal management to obtain SUCCESSFUL RESULTS. Complementarily, an area of low Efficiency and an area of high orientation to the Anti-OBJECTIVE were determined. This diagram allows a diagnose of the personal attitude for a successful orientation to certain objective and the trajectory towards a target. This diagram can be applied to various objectives and allows for a quick and efficient diagnosis for a suitable and optimal management, exhibiting a direct image of the positioning in relation to the objective..

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