

*A Whole New Mind:
Why Right-Brainers
Will Rule The Future*

by Daniel H. Pink

Discussion Leaders:
Kirsten Baesler
Konnie Wightman
Kathy Berg



Do You Agree? Why or Why Not?

We are moving from an economy and a society built on the logical, linear, computer-like capabilities of the Information Age to an economy and a society build on the inventive, empathic, big-picture capabilities of the Conceptual Age (pg 1-2).

Chapter 1: Right Brain Rising

Two Half Brains...

Designed to Work Together

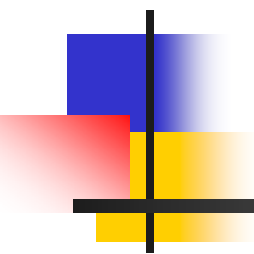
LEFT

Understands the Words
Hears what is said (text)
Comprehends literal meaning
See details
Analyzes
Converges
Sees categories

RIGHT

Sees the Picture
Hears how it is said (context)
Comprehends metaphors
Constructs big picture
Synthesizes
Diverges
Sees relationships

Are You a Right-Brainer
OR
a Left-Brainer?



Take this quiz and find out!

<http://mindmedia.com/brainworks/profiler>



For instance: "Junella has
a heart as big as Montana."

Left hemisphere

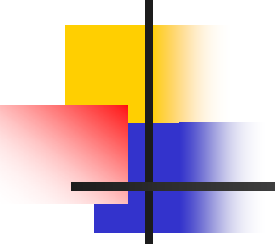
assesses:

- who Junella is
- what a heart is
- how big montana is

Right hemisphere

gets the metaphor!

A Slam on How We Educate



Knowledge workers and their L-directed thinking have shaped our society:

"most developed nations have devoted considerable time and treasure to produce left brain knowledge workers"

PSAT, SAT, GMAT, LSAT, MCAT

"These tests have become important gatekeepers for entry into meritocratic, middle-class society"

We have created a SAT-ocracy.
(pg 29)



Chapter 2:

Abundance, Asia, and Automation

Our society is shifting from a focus on L-directed thinking to one of R-directed thinking.

Reasons:

Abundance

Asia

Automation



Abundance

Designer Toilet Brushes?

Powered by knowledge workers, the information economy has produced a standard of living unlike anything in the past (32).

Even though people have their basic needs met, their life satisfaction have remained the same... People are craving transcendence (35).

Businesses must now produce not only a product that is reasonably priced and functional, but also beautiful, unique, and meaningful (33).

Asia

Technology Jobs \$\$\$

Many L-directed American jobs are being shipped overseas to Asia where workers earn much less for the same job.

We are not all going to lose our jobs tomorrow. Outsourcing is overhyped in the short term. But it's underhyped in the long term.

The US workers need to do what workers abroad cannot do equally well for much less money - using R-Directed abilities.

Hot Spot for Technology Growth





Automation

TurboTax & EZ Divorce

Computer technology is able to duplicate (quicker and cheaper) the process of many L-directed jobs.

Any job that depends of routines - that can be reduced to a set of rules, or broken down into a set of repeatable steps – is at risk.

INTRODUCING THE SIX SENSES

In the Conceptual Age, we will need to complement our L-Directed reasoning by mastering 6 essential R-Directed aptitudes(65-67).

1. Not just function but also **DESIGN**
2. Not just argument but also **STORY**
3. Not just focus but also **SYMPHONY**
4. Not just logic but also **EMPATHY**
5. Not just seriousness but also **PLAY**
6. Not just accumulation but also **MEANING**

DESIGN

"The wealth of nations and the well-being of individuals now depend on having artists in the room. In a world enriched by abundance but disrupted by the automation and outsourcing of white-collar work, everyone, regardless of profession must cultivate an artistic sensibility" (69).

WE MUST ALL BE DESIGNERS!

Design has become Democratized

Match the font on the left with the font name of the right (75).

FONT TEST

1. A Whole New Mind a. Times New Roman

2. A Whole New Mind b. Arial

3. A Whole New Mind c. Courier New



The image displays a variety of text samples for a font matching exercise. On the left, there are several text boxes with different fonts and colors: a red box with Thai text, a blue box with 'En iyi dileklerle', a pink box with 'Teşekkürler', a yellow box with 'شكراً', a purple box with Thai text, a green box with Thai text, a blue box with 'Be Quiet' featuring a portrait, and a black box with Arabic calligraphy. On the right, there are more text boxes: a blue box with 'Selamlar', a green box with Hebrew text, a blue box with 'Merhaba', a green box with Hebrew text, two Chinese characters (中 and 國), a blue box with Arabic text, and a black box with Arabic calligraphy. The central text 'FONT TEST' is underlined.

Improving a school's physical environment could increase test scores by as much as 11 percent (82).





With Design in Mind...

- *Keep a Design Notebook*
- *Channel Your Annoyance*
- *Read Design Magazines*
- *Be Like Karim*
- *Become a Design Detective*
- *Participate in the "Third Industrial Revolution"*
- *Visit a Design Museum*
- *C-R-A-P-ify Your Graphic Design*
- *Put It on a Table*
- *Be Choosy*

Story



We are our stories!

Personal narrative has become more prevalent, and perhaps more urgent, in a time of abundance, when many of us are freer to seek a deeper understanding of ourselves and our purpose.

Context enriched by emotion, a deeper understanding of how we fit in and why that matters. (pg. 115)



Stories Versus Statistics

- Going to our School Board, Administrators, etc., with facts & figures is not nearly as effective as sharing real stories that show how your library program has transformed your students' lives.
 - Kevin A. R. King
 - "Give 'Em What They Want..."
 - Sept. 24, 2008, NDLA Conference

Create a Story Portfolio



Write a Mini-Saga

Enlist in StoryCorps

Get One Story

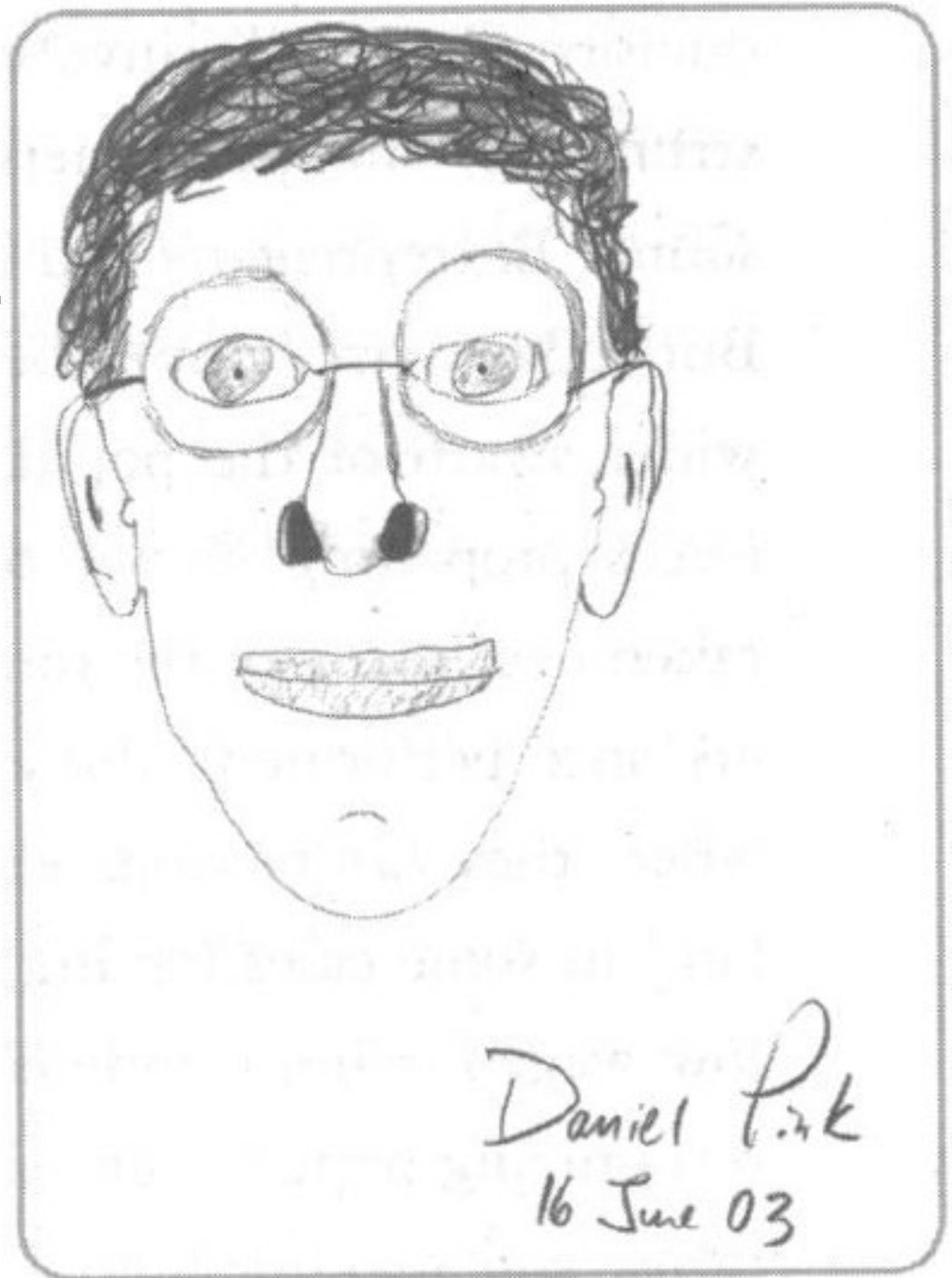
Visit a Storytelling Festival

Riff on Opening Lines

Experiment with Digital Storytelling

Symphony

- lips
- eyes
- nose
- ears





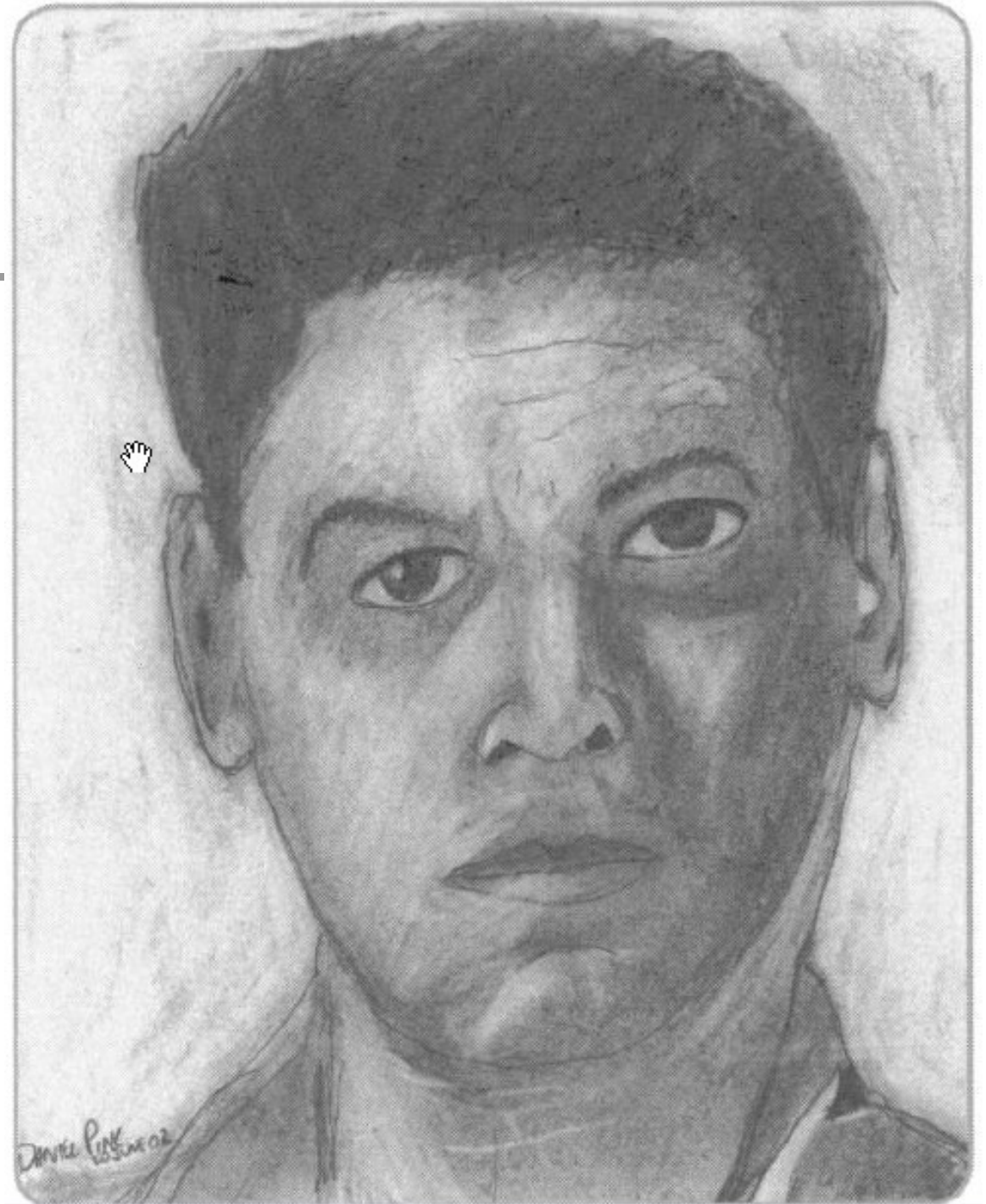
Seeing the Big Picture

"The guy who invented the wheel was an idiot. The guy who invented the other three, he was a genius."

---Sid Caesar



Seeing & Integrating Relationships




Symphony Portfolio



- Listen to Great Symphonies
- Keep a Metaphor Log
- Look for Solutions in Search of Problems
 - Where else would it work?
 - Would flipping it work? www.whynot.net
- Create an Inspiration Board
- Read “Symphonic” Books
 - Encourage Wild Ideas
 - Be Visual
- Celebrate Your Amateurness

Empathy

The ability to imagine yourself in someone else's position and to intuit what that person is feeling (159).



Allows us to see the other side of an argument, comfort someone in distress, and bit our lip instead of muttering something under our breath (160).

Builds self-awareness, bonds parent to child, allows us to work together, and provides the scaffolding for our morality (160).

The one aptitude that's proven impossible for computers to reproduce*, and very difficult for faraway workers connected by electron to match (161).

Customer Service



Which sign would YOU respond to?

- 1) Please clean up after your dog.
- 2) Our children play here. Please clean up after your dog.

"Empathy is neither a deviation from intelligence nor the single route to it. Sometimes we need detachment; many other times we need attunement. ***And the people who will thrive will be those who can toggle between the two***" (174).



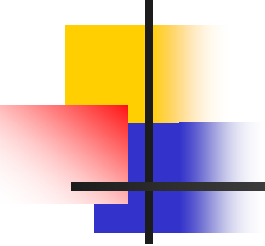
Play

Small groups of people who come together early each morning at parks, village greens, and shopping centers to spend a half hour laughing.

Today about 2,500 laugh clubs exist.

Acceptance of laugh clubs reveals an important dimension of the Conceptual Age - a move away from sober seriousness (Ford Motor Company) as a measure of ability.

Meaning



Our fundamental drive, the motivational engine that powers human existence, is the pursuit of meaning.

"man's main concern is not to gain pleasure or to avoid pain but rather to see a meaning in his life." Victor Frankl

The "Fourth Great Awakening"




"Spiritual (or immaterial) inequity is now as great a problem as material inequity, perhaps even greater."

Robert William Fogel

58 percent of Americans say they think often about the meaning and purpose of life.

Mental and physical health
better when attending to the
spiritual life.(222)



..a whole minded approach--L-Directed
reason combined with R-Directed spirit-
-can be effective.

Contribute to Happiness



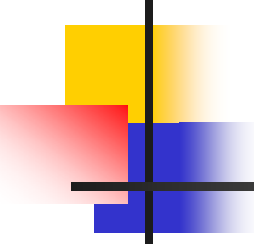
- Engaging in satisfying work
- Avoiding negative events and emotions
- Being married
- Having a rich social network
- Gratitude
- Forgiveness
- Optimism

Meaning Portfolio



- Say Thanks
- Take the 20-10 Test
- Measure Your Spirit
- Read These Books
- Visit a Labyrinth
- Picture Yourself at Ninety

AFTERWORD

- 
-
1. Can someone overseas do it cheaper?
 2. Can a computer do it faster?
 3. Am I offering something that satisfies the nonmaterial, transcendent desires of an abundant age?

These three questions will mark the fault line between who gets ahead and who gets left behind.