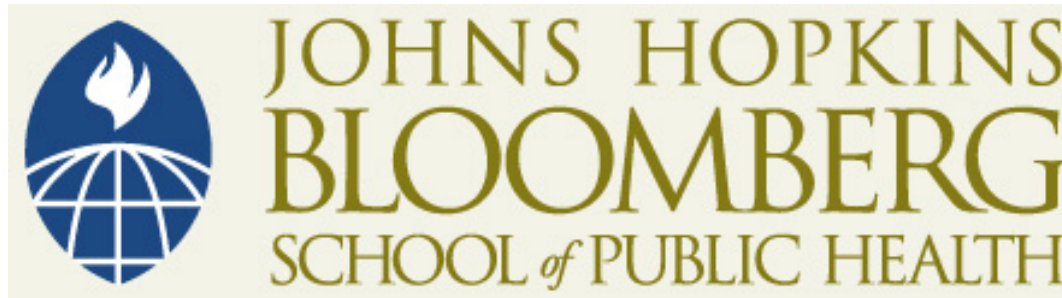


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# A Whole New Mind: Daniel Pink

The Importance of the Right Brain

Lecturer: Esta de Fossard

# Left Brain and Right Brain

- Left Brain
  - Rational
  - Analytical
  - Logical
- Right Brain
  - Artistic
  - Empathic
  - Taking the long view
  - Pursuing the transcendent

# Six Essentials of Right Brain

1. Design
2. Story
3. Symphony
4. Empathy
5. Play
6. Meaning

# Design

- Not just functional
- Beautiful
- Attention getting
- Emotionally engaging

Remember  
these words!

# Design

- *To be a designer is to be an agent of change:*

*Barbara Chandler Allen*

# Story

- A compelling narrative that
  - communicates clearly
  - encourages self-understanding
  - is persuasive

# Symphony- Harmony

- seeing the “big picture”
- combining disparate pieces
- creating a harmonious new picture

*The capacity to synthesize rather than to analyze!*



# Empathy

- Empathy = The ability to feel FOR and WITH another
- Sympathy = pity or sorrow for the distress of another



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# Play

- We all benefit from
  - Relaxing activity
  - Lightheartedness
  - Creating

# Meaning

- Purpose
- Value
- Permanency

# Left Brain and Right Brain

- Left = rational, analytical, logical



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- Right = artistic, empathetic



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# Successful Entertainment – Education for Social and Behavior Change

- employs and appeals to:

LEFT brain

and

RIGHT brain