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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
Play

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

- Purpose
- Value
- Permanency
Left Brain and Right Brain

- **Left = rational, analytical, logical**

- **Right = artistic, empathetic**
Successful Entertainment – Education for Social and Behavior Change

- employs and appeals to:
  - LEFT brain
  - and
  - RIGHT brain