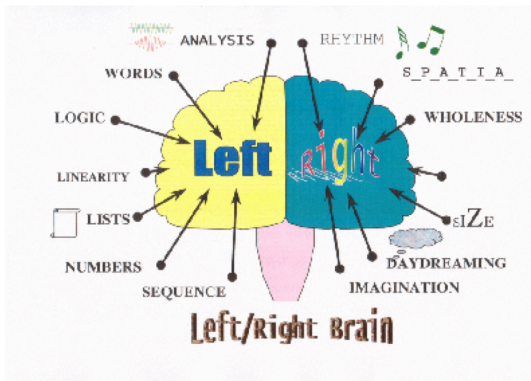


A Whole New Mind: Introduction

Posted on October 20, 2011 by Louisa



I loved Daniel Pink's book: [A Whole New Mind: Why Right-Brainers will Rule the Future](#). I picked it up in the airport and devoured it on a long flight. It was easy to read and resounded with the artist part of me who hates my crossword puzzle habit. (I am doing the NY Times Wednesday (medium difficulty) puzzles with a goal of working my way up to Sunday's (most difficult) by the time I am 90.)

Right brain-left brain knowledge has been around for a long time now, so I will not review it anymore than the following:

- The left hemisphere controls the right side of the body and vice versa.
- The left hemisphere is sequential: the right side is simultaneous.
- The left hemisphere specializes in text (what is said) ; the right side specializes in context (how it is said).
- The left hemisphere analyzes the details; the right side synthesizes the big picture.

Both sides work together but have different specialties: The left handles logic, sequence, literalness, and analysis. The right handles synthesis, emotional expression, context, and the big picture. They are designed to work together.

What Mr. Pink claims is that the left brain thinking has been emphasized in our information age. Right brain thinking has been "short-changed by organizations and neglected in schools."

But now, He says that right brain thinking is coming of value and in demand.

Here's why:

- **Abundance:** Since our left brains have made us rich, we now want beauty, spirituality and emotion. Some interesting examples of our wealth are: A \$17 billion dollars a year industry is self-storage. And the U.S. spends more on trash bags than 90 other countries spend on everything i.e. all the goods consumed by half of the world's nations! Now we don't just want a functional toilet bowl brush, we want a well-designed one! We don't just want money, we want purpose and meaning.
- **Asia:** Left brain jobs are being outsourced. An accountant in the U.S. can earn \$5000 a month, but in the Philippines brings \$300 a month. The prediction is that 3.3 million white collar jobs will shift to low cost countries like India, China and Russia by 2015.
- **Automation:** New technologies are replacing left brains. "If a \$500-a-month Indian chartered accountant doesn't swipe your comfortable accounting job, Turbo-Tax will."

As youth workers we don't have to worry that our jobs will be shipped overseas or replaced by automation. We have many right brain skills that are in high demand for growing successful youth. We will look at these in the upcoming blogs.