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## A Whole New Mind: Part 2 : Design & Story

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Daniel Pink presents 6 high concept, high touch senses that he says we need to master in this generation. We will look at Design and Story in this blog.

**Design:** "Design, stripped of its essence, can be defined as the human nature to shape and make our environment in ways without precedent in nature, to serve our needs and give meaning to our lives." (Heskett)  
Design combines utility and significance. Aesthetics matter. Why else would we all like different cars, colors, clothes, and such? BMW says

that they don't make automobiles, but "moving works of art that express the driver's love of quality". Newsweek said that the "Detroit Auto Show...might as well be renamed the Detroit Interior Decorating Show."

Beauty improves our life, our way of thinking and our happiness. And design creates beauty. In a research study, patients needed less pain medicine and were discharged 2 days earlier when in a better-designed hospital ward than those who weren't. When school environments are improved, student's test scores increased. Design is important and it is a right brain function.

*Application:* Choose things in your life that are a pleasure to use and that delight you. Make your surroundings as beautiful as possible.

**Story:** Today we have millions of facts available at the speed of light. What matters is how these facts are put into context with emotional impact. "Story exists where high concept and high touch intersect." Stories carry emotion and that influences us. "Humans are not ideally set up to understand logic; they are ideally set up to understand stories." (Schank) I love this example: A fact: "The Queen died and then the King died." A story: "The Queen died and the King died of a broken heart." Ursula K. Le Guin says, "There have been great societies that did not use the wheel, but there have been no societies that did not tell stories." Stories are how we make sense of things. They are ways of understanding that run through the right side of our brain. We have a need for story: "context enriched by emotion, a deeper understanding of how we fit in and why that matters."

*Application:* Use stories as much as possible in your work with others. Listen to other's stories and create your own.