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## BOOK REVIEW

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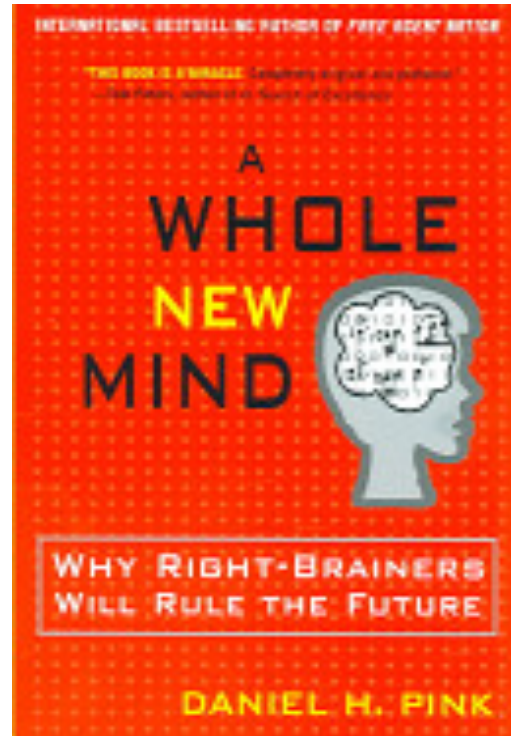
### "A Whole New Mind: Why Right-Brainers will Rule the Future" by Daniel H. Pink

Riverhead Books: New York, 2006  
ISBN 13: 978-1-57322-308-9  
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[www.amazon.com](http://www.amazon.com) for a new copy)

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There are many people (including maybe you) who might not be aware that there is some difference between right-brain thinkers (creative) and left-brain thinkers (logical). Well, 'A *Whole New mind*' is a book authored by Daniel Pink that highlights some interesting revelations that have everything to do with these two categories of thinkers. This book is directed essentially towards a business audience, whereby it discloses how the right-brain thinkers are taking dominance over their friends who utilize the left brain.

Just like stated on the cover, the author tries to establish the reasons as to why the right brainers will rule the future. Daniel predicts a future known as a 'Conceptual Age', which will certainly fall into the hands of designers, inventors, artists, creative story-tellers and pattern recognizers among other people with innovative minds. Whether you belong to any of these groups of people who are considered to be right-brain thinkers or not, this is a book that you should definitely read.

In the first chapter of the book, the author emphasizes the importance of engaging the right brainers and the left brainers. He states that the left brainers are analytical, textual, sequential, logical and literal, whereas the right brainers are contextual, metamorphic, aesthetic, effective and simultaneous. He continues to give out three good reasons as to why the conceptual age will be dominated by the right brainers. One of them is abundance or plentitude, whereby many people will be more interested only on those goods and services that are beautiful, unique and meaningful. Therefore, companies will focus more on mass producing high quality products and sell them at competitive prices.

The second reason is the impact made by the Asian continent when it comes to making innovations. Daniel believes that the right brainers have the ability to tackle novel challenges and forge relationships. The third reason is automation, whereby many tasks that were performed by humans will be fully performed by machines. The author's take is that, the evolution from the farmers' era (18<sup>th</sup> century), to the industrial/factory workers' era (19<sup>th</sup> century) to the information/knowledge workers era (20<sup>th</sup> century) will eventually give way to the rise of the conceptual era that consists of creators and empathizers.

According to Daniel, we can only succeed in the conceptual era if we complement our L-directed reasoning with 6 indispensable R-directed aptitudes. These aptitudes are as follows: -

1. **Design:** - It is the process that involves improving the creation of functional products, services, lifestyles and experiences and making them more beautiful

and emotionally engaging. In other words, it is a combination of utility and significance.

2. **Story:** - This is the process of creating compelling narratives in order to go beyond data to persuade, communicate as well as create self-understanding.
3. **Symphony:** - This is where we start seeing things in another perspective, and start figuring out how we can combine contrasting pieces into a complete new whole.
4. **Empathy:** - This is whereby people have to understand each other's perspectives and start responding with emotional intelligence. People must try to see the other side of every argument that they have.
5. **Play:** - This encourages people to seize both the professional and health benefits that are associated with lightheartedness, humour, images and laughter.
6. **Meaning:** - This is going beyond seeking material plenty to pursue transcendence, spiritual fulfillment and purpose.

In the book, the author has used vivid examples as well as case studies to build a strong argument for each of the above six aptitudes. The examples are plenty enough to help the readers understand how they can build personal competency in each aptitude. As a reader, you will find portfolios that contain well-thought ideas that will help you a great deal in exercising the right-brain.

*A Whole New Mind* presents you with powerful insights regarding our developing economic future and it will give you valuable ideas on how you can build valuable right-brain skills. Whether the six aptitudes mentioned by the author are truly the exact aptitudes for the future or not, there is no doubt that they form a pattern and strong case building for R-directed thinking. Take your time to read the book and get to understand how you can succeed in the inevitable era that features creative economy.

(Dr Darryl is a clinical and organizational psychologist as well as a credentialed executive and personal coach. He is also an author, international speaker and past university lecturer. Dr Darryl assists people to find their strengths and reach their goals. Further information on Dr Darryl can be accessed from [www.DrDarryl.com](http://www.DrDarryl.com).)