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A WHOLE NEW MIND

*WHY RIGHT-BRAINERS WILL
RULE THE FUTURE*

EXECUTIVE BOOK SUMMARY

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INTRODUCTION

According to the author, this era has totally different modes of thinking and whole new ways of life, which pay more attention to the ability of “high concept” and “high touch”. Among them, the so-called high concept includes the creation of artistic and affective beauty, the differentiation and analysis of different patterns, the discovery of opportunities, the creation of satisfactory stories and the combination of seemingly unrelated ideas into a new perspective, while the ability of high touch includes understanding others and the subtlety of interpersonal communication, finding your own happiness and infecting others, as well as breaking the rules and exploring the goals and meanings of life.

The author mentions the three driving forces of right-brain thinking under the social background of new thinking, that is, people’s further pursuit of meaning and beauty brought about by the abundance of materials, the impact of the rise of Asia on the work of left-brain thinking and the impact of automation (computer) on the work of left-brain thinking. Simply put, the work of “left-brain thinking” has been replaced by cheaper workers and smarter computers, and there is a lot of “right-brain thinking” work to do. “Left brain” or “right brain”, self-evident?

In the era of right brain, knowledge is no longer power, while high concept and high touch are more important. Therefore, the author provides “six senses to rule the future” as the answer, which are design, story, symphony, empathy, play and meaning. At the end of each new thinking ability, this book contains a toolbox detailing the practices and specific guidance needed to develop this ability, which is an indispensable guide to action for everyone who wishes to have an unusual ability. In this book, Pink has a very apt metaphor, saying that we have come to a time when the “right brain” prevails. In his opinion, the left brain thinking acted as a driver while the right brain thinking was the passenger in the past. But now, the right brain thinking snatches the steering wheel suddenly, accelerates forward and decides where we are going and how to get there. And are you new-minded? Do you want to be a passer-by or a master of this era?

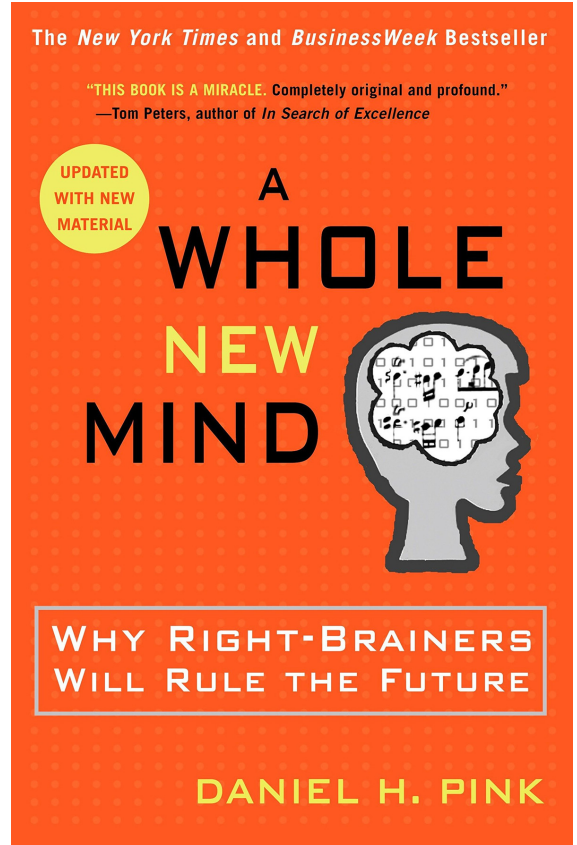


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AUTHOR: DANIEL H. PINK

A famous futurologist, super best-selling author, trend expert, guest speaker at TED conference and one of the 50 most influential business thinkers in the world.

A speaker from Washington Speakers Bureau, top 1 speech broker in the world, which are also contracted with celebrities, such as Reagan, former U.S. president, Mrs. Thatcher, former British prime minister, Powell, former secretary of state and Alan Greenspan, former chairman of Federal Reserve.

A chief speech writer of Al Gore, former U.S. vice president and the right-hand man of Robert Rick, former Labor Secretary of the United States.

A contributing editor for Wired, a world-renowned magazine, a long-term contributor to The New York Times, Harvard Business Review and Fast Company, also a business trend analyst of CNN, CNBC, ABC, NPR and other well-known media in the world.

Bachelor of Arts from Northwestern University, Doctor of Law from Yale University, a member of the Honorary Society for Excellent Students of American Universities and the winner of the Truman Scholar Award.

CHAPTER 1: RIGHT BRAIN RISING

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The right brain plays a role of synthesis, which is particularly good at putting isolated elements together to perceive things. Analysis and synthesis may be the two most basic ways of interpreting information, both of which are necessary for human reasoning but are guided by different parts of the brain. For example, you can decompose the whole into parts or combine parts into a whole.

The left brain decides details, but only the right brain can see the whole situation. Moreover, the left brain handles logic, sequence, text and analysis, whose rights include synthesis, emotional expression, background and big background.

L-directed thinking is directed from left brain attributes to left brain outcomes.

R-directed thinking is directed from right brain attributes to right brain outcomes.

CHAPTER 2: ABUNDANCE, ASIA, AND AUTOMATION

For most of history, our lives were defined by scarcity, while social, economic and cultural life in most parts of the world today is characterized by abundance. Abundance makes L-directed thinking less important, and the prosperity released by L-directed thinking makes it less rational and more focused on R's feelings, that is, beauty, spirituality and emotion.

In an era of abundance, the attraction to rational, logical and functional needs is not enough, but engineers need to figure out how to make things work. However, if those things are not pleasing or attractive to the soul, few people will buy them. After all, there are too many other choices.

The paradox of prosperity is that personal, family and life satisfaction have not changed, even if standards have risen steadily after a decade. That's why more people- liberated by prosperity but not achieved-are solving paradoxes by finding meaning.

People have shifted their focus from daily texts of life to broader contexts around the world, and abundance frees hundreds of millions of people from struggling for survival.

CHAPTER 3:

05 HIGH CONCEPT, HIGH TOUCH

Act 1: Industrial Age, Factory, Mass Production and Efficiency

Act 2: Information Age, Information and Knowledge

Act 3: Conceptual Age. The creator and sympathizer are the current protagonists, which have the unique ability to master R-directed thinking.

In a job, the mastery of L-directed thinking is relatively less. More importantly, it is more difficult to quantify qualities, high concept and high touch, such as imagination, happiness and social dexterity.

Rainbow Project: so far, their rate of success is twice that of SAT in predicting how well students will perform in college.

As people get mature, their cognitive patterns become less abstract (left brain) and more specific (right brain), which leads to a more acute sense of reality, enhancing emotional capacity and their sense of connection. In other words, as an individual's age, they pay more attention to the qualities in their lives that may be overlooked in their rush to establish a career and support their family, that is purpose, intrinsic motivation and meaning.

Meaning is the new capital of this new era.

THE SIX SENSES

In this new era, six specific high concepts and high senses have become indispensable.

The six senses: Design · Story · Symphony · Empathy · Play · Meaning

Not only function, but also design. Nowadays, it is economically important and personally beneficial to create something beautiful and emotionally attractive.

Not only arguments, but also stories. The data is not enough, but the essence of persuasion, communication and self-understanding has become the competence to shape attractive narration.

Not only focus, but also symphony. Although the industrial society specializes in mass production, the conceptual era combines the various parts- Symphony. No analysis of nut synthesis-seeing the overall situation, crossing borders and being able to combine debris into an attractive new whole. Not only logic, but also empathy. In addition to logic, you also need to be able to understand what makes your peers, build relationships and care for others.

Not only seriousness, but also games. There is evidence that laughter, relaxation, pleasure, games and humor have great health and professional advantages.

Not only accumulation, but also significance. Materialism results in people's pursuit of more important desires every day, such as goals, transcendence and spiritual satisfaction. High concept and high touch, for the most part, are basic human attributes.

CHAPTER 4: DESIGN

Design, stripping its essence, can be defined as shaping and creating the human nature of our environment, serving our needs and significance in the absence of precedent.

Design is a classic whole-hearted wisdom, which is a combination of practicality and importance. Therefore, graphic designers must produce a brochure that is easy to read, which is also practical. In addition, the brochure must be able to convey ideas or emotions that words themselves cannot convey, which is very important.

Paola Antonelli: a good design is an attitude in the Renaissance, which combines technology, cognitive science, human needs and beauty to produce something missing but unknown to the world.

Today, decent quality and reasonable price have become the stakes in business games - tickets to the market. Once companies meet these requirements, they will compete less on functional or financial qualities, in stead of relying more on incredible qualities, such as fantasy, beauty and meaning.

A typical person use a toaster for up to 15 minutes a day, so in the remaining 1425 minutes, the toaster is just an exhibit on display. In other words, 1% of the time for a toaster is practical, while 99% of the time is significant, so why is it not beautiful?

One of the most effective designs in design is the ability to create new markets. How can automation, abundance and Asian power transform goods and services into goods so quickly?

The only way for survival is to constantly develop new innovations, invent new categories and something missing but unknown to the world.

Excellent designs provide us with an opportunity to bring happiness, meaning and wonderful tourism life. But most importantly, developing design sensitivity can make our shopping mall planet better. In short, to be a designer is to be a promoter of change.

CHAPTER 5: STORY

Stories are easier to remember-because they are the way of our memory in many ways, and narrative imagination - story- is the basic tool of thought.

Reason depends on it, which is our main means of looking forward to the future, forecasting, planning and explaining. Furthermore, most of our experience, knowledge and ideas are organized based on stories.

When facts become so widespread and instantly available, each fact becomes less valuable. More importantly, these facts can be placed in the context and have an emotional impact on each fact.

The essence of the story: emotional situation.

Stories exist where high concept and high touch intersects. The story is high concept because it reinforces our understanding of one thing by presenting itself in the context of other things.

Meanwhile, stories are attractive because they almost always have emotional impact.

Don Norman: stories are capable of capturing elements accurately that are missing from formal decision-making methods, while logic tries to generalize, strip decisions from specific context and remove them from subjective emotion. In summary, stories capture the background and emotions. At the same time, stories are important cognitive events because they encapsulate information, knowledge, background and emotion in a compact package.

However, storytelling does not replace analytical thinking, which enables us to imagine new perspectives and new worlds, thus complementing them. When viewed through well-chosen story lenses, abstract analysis is easier to understand.

We are our story, because we compress our experience, thoughts and emotions into compact narratives and convey them to others and to ourselves.

CHAPTER 6: SYMPHONY

Symphony is to combine parts together, which is a comprehensive ability rather than an analytical ability. It judges the relationships between seemingly unrelated domains and examines broad patterns rather than provides provide specific answers and invent new things by combining other mismatched elements according to people.

One of the best ways to understand and develop symphony is to learn how to draw. When the left brain does not know what the right brain is doing, the brain can see relationships and integrate them into a whole in freedom, which is the key to master symphony in many ways.

Symphony is primarily about relationships. People who wish to grow sturdily in the conceptual age must understand the connections between different and seemingly isolated disciplines, and they must know how to link apparently disconnected elements to create something new. In addition, you must be good at Metaphor-looking at something from another perspective.

Creativity often involves crossing borders, which means that the most creative person among us sees relationships that the rest of us have never noticed. In a world where expertise can quickly become routine work, creativity is invaluable-so it can be outsourced or automated.

Perspectivity is more important than IQ. As the common ground of the founders of breakthrough thought, the ability to make great leaps in thought generally exists in people with a wide background, multidisciplinary thought and extensive experience. By the way, border crosser rejects or/chooses and seeks multiple options and hybrid solutions.

CHAPTER 7: EMPATHY

Empathy is to imagine yourself at someone else's side and feel the person's feelings intuitively, which can stand in other people's shoes, see with eyes and feel with heart. However, empathy is not compassion-feeling bad for others, but the feeling of being with someone else and the feeling of being that person.

Empathy builds self-awareness and the relationships between parents and children, enables us to work together and provides support for our morality.

The mode of emotion is non-verbal as the mode of rational thinking is text, and the main picture to present these emotions is the face.

Empathy is a kind of life ethics, which is not only a means of understanding other human beings, but also a universal language that connects us with countries behind cultures.

Seven basic human emotions have clear facial signals such as anger, sadness, fear, surprise, disgust, contempt and happiness.

Empathy is related to symphony-because empathic people understand the importance of context.

As a result, they see the whole people as symphony thinkers see them.

Dozens of studies have shown that female are generally better at reading facial expressions and detecting lies.

Simon Baron-Cohen: female's brains are mainly for empathy, while male's brains are mainly for understanding and constructing systems.

Empathy is neither a deviation from intelligence nor a single approach to it. Sometimes, we need to separate. Many times, we need to adjust, and a person who grows sturdily will be one that can switch between the two. As we have seen over and over again, conceptual age requires androgynous mind.

CHAPTER 8: PLAY

At Fords River Rouge, laughter is a violation of discipline-humming, whistling and smiling are evidence of disobedience. Ford feared that work and entertainment were a toxic combination.

Happiness makes us more effective and more abundant, and exerting morality can strengthen and improve professional ethics.

Pat Caine: drama will be the work in the last 300 years of industrial society in the 21st century-we know the dominant way to create and create value.

Humor is a complex form of intelligence that cannot be replicated by computers and is becoming more and more valuable in a high-concept and high-touch world.

CHAPTER 9: MEANING

People mainly pay attention to the meaning of life rather than getting happiness or avoiding pain. Seeking meaning is the driving force for all of us-the combination of external environment and internal will can bring it to the surface.

Now, a typical infant's life is more alive than previous him, which prompts soul searching and priority reassessing.

The fourth awakening: spiritual or immaterial inequality is now a major problem of material inequality, and may even be a greater problem. As a result, people have enough life but no life, have means but no meaning.

Our faith ability- not in religion itself- but may be linked to our brains in larger beliefs than we do through the right brain.

The meaning and purpose of life is that female at the center have a higher level of cell type that can attack virus and certain types of cancer cells.

Martin E.P.Seligman "Good Life": here, you can take advantage of your symbolic advantage (what you are good at) to gain satisfaction in the main areas of life, which can turn work into a death from Monday to Friday. As the most satisfactory form of work, calling is done for its own sake, not for the material benefits it brings as satisfaction.

The maze is the escape of the right brain. When the left brain is involved in the logical process of walking, the right brain is free to think creatively. When people walk into the maze, they change their consciousness from linear to non-linear and bring their deep, intuitive and pattern parts to the surface.

A CRITICAL EVALUATION OF THE BOOK

This is an underrated book. The reason why this book is underestimated is precisely the title of the book, which is too aggressive, so that it can easily arouse unrealistic aspirations and expectations of readers. Nevertheless, when they open the book with great interest or even impatience, there is only disappointing answer, because the author's so-called whole new thinking is only the following six senses: design, play, meaning, story, empathy and symphony. Among these six senses, in addition to the last one which is a little strange, the first five senses have become common and conventional in the current era of information technology, so it is difficult to fill the pit of expectation formed by such an aggressive name in the reader's consciousness. Because of the huge contrast between expectation and reality, it is easy for readers to be dominated by some kind of bad mood, or not have enough patience to read the book carefully, or simply abandon it. That's why this book has been underestimated. So what about this book anyway? The answer is good, it is absolutely a good book, because once you understand the author's framework and unique elaboration on the above six concepts in the framework, you will really realize the value of this book.

Let's focus on the author's logical framework. First of all, it is commendable that the author has skillfully adopted the writing technique of grand narration or the technique of thought construction in a small book, which can fully reflect the author's profound learning and cultivation, strong abstract thinking ability and conceptual integration ability. Deducing from the course of human evolution, the author points out that human skills are mainly embodied in physical agility before the agricultural civilization and in the industrial era, and human skills are mainly embodied in logic, texts and abstract thinking ability in the information age, while in the conceptual era which has entered from now on, the requirements for human beings differ.

Namely, machines will surpass human beings in terms of logic and text, as AI, robotics and other technologies develop rapidly. Meanwhile, the human resources of the less developed countries will also be developed, so the competition of low-cost human resources from the less developed countries will make the talents of developed countries or high-cost countries lose advantage in the workplace.

Moreover, as people gradually enter the affluent society in this generation, functionality and quality are no longer the main concern and pursuit of people after being solved, while appearance, emotional expression and creation of artistic conception have increasingly become the trend of differentiation. Therefore, the only feasible direction for development and value creation of high-cost talents in these developed countries is to give full play to design, play, meaning, empathy, story and integration.

On the one hand, these capabilities can not surpass human beings by the current artificial intelligence, robotics and other technologies in the foreseeable future, nor can they replace human beings. On the other hand, human resources from less developed countries have not realized yet, nor have they been capable of strengthening, so talents from high-cost countries have the possibility and opportunity to develop in these fields. This logical framework is very powerful and perfectly structured, in which the common design, play, meaning, story and empathy become extraordinary and further become a panacea to solve the current dilemma under this background.

Once again, the contrast of this effect confirms a statement by a philosopher Hegel that concepts are always in a movement from beginning to end, even if they are always so abstract at the beginning or at the beginning of their birth and seem empty due to the lack of definitions. With the continuous movement and the constant experience of definitions brought about by negation, their contents become more and more substantial, more and more abundant, so does the connotation.

Therefore, do not take the words too literally, because a concept you see here is likely to be far different from what you see there, which have experienced more complex and abundant movements. For this point, this book has described fully, and the author endows these concepts with richer and fuller definitions and meanings through this framework, so they are different enough to support this book named A Whole New Mind.

Reference

Pink, D. H. (2006). A whole new mind: Why right-brainers will rule the future. New York, N.Y.:Riverhead.