



A Whole New Mind

Cerebro Do Futuro - A Revolucao Do Lado Direito Do Cerebro

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Author: Daniel H. Pink

304 pages

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“A Whole New Mind” is a bestseller revered by Business Week and The New York Times.

The work was written by Daniel H. Pink and published in 2006. The author points to the entry of a new era into which society is entering - the Conceptual Age - reporting the economic, social and, above all, mental change by which society currently is living.

The book was praised by other renowned authors of great bestsellers, such as Seth Godin (“This Is Marketing”), Tom Peters (“In Search of Excellence”) and Thomas L. Friedman (“The World Is Flat”).

Score

8

8 Aplicability
8 Inspiration
8 Innovation
8 Impact on results
8 Structure

Main ideias of the book

- Both cerebral hemispheres play important roles in our activities;
- Creativity will be taken into consideration more than competence;
- Information and knowledge feed development economies;
- With the conceptual age one has to create something emotionally engaging;
- High concept and high contact need to be worked out vigorously in this new phase;
- Design democratization has changed the competitive logic of companies.

For whom is this book suitable?

Leaders and marketers who want to learn a new market vision and how they should behave to attract customers and reach the top step of the ladder of success.

Overview of the book

The Conceptual Age

There are many theories surrounding the cerebral hemispheres. By the way, which one is the most important? Which side is responsible for our intelligence and which side takes care of our creativity?

- Each hemisphere rules the opposite side of the body;
- While the left hemisphere works in sequence, the right has the ability of simultaneous interpretation;
- While the left side is concerned with reading the texts, the right analyzes the context of the message;
- The left hemisphere is concerned with the details, the right with the whole.

We are moving into the so-called Conceptual Age. Thanks to the fusion of wealth, technology, and the increased connection of people through phones and the internet, the world is transitioning to a new era.

This phase runs through knowledge workers, because skills, study and concept agglomeration are not enough. It takes creativity, empathy, emotion and many other factors that depend on both hemispheres.

According to the author, people who deliver products or services that are cheaper than the competitor, faster and with the higher concept and high touch will thrive in this era.

The author points out that high concept refers to activities that can be performed involving artistic and emotional beauty.

And the high touch has to do with the ability to empathize, self-well being and the ability to generate contentment and comfort in others. And it has a lot to do with persuasion, interaction skills, working in groups and generating ideas for the common good.

The creative class, which studies concept and context and avoids systemic processes, has some different criteria from the rest of the population. They are like aptitudes, called by Daniel H. Pink, "the six senses", that can be divided in:

1. Design;
2. History;
3. Symphony
4. Empathy;
5. Fun;
6. Meaning.

Design

Design is the first sense cited by the author and we can analyze why.

Looking around us, no matter where you are and what clothes you are wearing, everything was designed before it materialized.

This refers not only to the aesthetics but also to the functionality of a product. It can also be understood as the junction of utility with meaning.



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The design itself represents the ease of finding solutions, solving problems and being ahead in the marketplace. It can modify the functions, shape, appearance, and even metabolism of commerce. Design can create new markets within the same product. As the author says, "design means business/business means design."

One tip the author gives to all on-call creatives is to channel their discomfort. As well?

For example, do you know what object you have at home and find its appearance a bit weird? So grab a paper and pen, go to a coffee shop and think of a way to enhance this product while you drink your coffee.

And don't keep it to yourself; Your idea may arouse curiosity and interest in the responsible brand.

Other tips that Daniel gives:

- Have a notebook to draw;
- Read magazines in the area;
- Visit museums;
- Be selective: the things that should impress you, not the others.

Story

This sense is entirely related to persuasion as it acts directly in the emotional context in question.

History is steeped in high concept. It assists in decision making and allows for the understanding of elements and vision in another respect by which logical vision undermines. This ability has three essential abilities in the Conceptual Age:

1. Encapsulate;
2. Contextualize;
3. Thrill.

The stories are a source of inspiration, motivation, and experience. Even Daniel highlights the importance of using storytelling in the organization.

Other tips from the author are:

- Write a short story;
- Go to a storytelling festival;
- Be inspired by the story of others you know. Pick up a tape recorder and ask questions you know about life.

Symphony

According to the author, the symphony indicates the ability to form pieces, and precisely those that do not seem to fit. It is the ability to solve the irresolvable, think differently, innovate and unite everything as a true orchestra.

In the information age world, where communication is fully instrumented over the internet, finding a creative mind that can see the whole and be specific in decision making is a relevant differentiator.

Those who really want to prosper from this phase of the Conceptual Age need to understand the definition of these three types of people:



This new phase requires the individual to overcome the obstacles, the common, the limit and what he already has in the market.

1. The boundary cruiser;
2. The inventor;
3. The creator of metaphors.

The boundary cruiser is those people who are multifunctional. Not limited to just one area. He has extensive knowledge; and, rather, has an interest and willingness to learn new things.

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The inventor, on the other hand, has the intuitive sense and ability to unite ideas. Often ideas that have already been used, but no one has ever thought of joining them together. They are experts in innovation and in solving solutions that escape the methodical.

The metaphor maker is responsible for the context of the situation. Those who master metaphor understand about imaginative rationality. He has broad knowledge, understands himself and, above all, others.

Empathy

Empathy has to do with putting yourself in another's shoes, seeing the other's problem as yours. We can say that it is a skill that demonstrates a lot of imaginative creativity because empathic live a virtual reality.

Empathy is also related to the universe of persuasion and enables the creation of strategies and direct actions that promote good coexistence with team members.

In sales, for example, empathy is a key factor. It enables a solid connection between the seller and buyer by identifying the actual needs of the customer.

It is important to make it clear that design and empathy go hand in hand. This is because the professional who thinks about product design also needs to think about who will consume the product.

Empathy goes far beyond professional skills or important traits in a company. It is necessary for our life as a society, to listen to others, to listen to them and to help them.

Fun

In the past, fun in the workplace was entirely related to employee disengagement from the organization. However, for some time now, this thinking has been changed. Studies have shown better performance of "playful" individuals compared to the rest of the team.

The work highlights that its importance is demonstrated in three ways:

1. Games;
2. Humor;
3. Joy.

Games broaden the player's worldview and sharpen logical thinking, making decision making more accurate. As a result, mood improves and is, therefore, an excellent factor in emotional balance and performance enhancement in activities.

The use of games among the employees of an organization also helps in reaching goals, overcoming obstacles. It also influences emotional control and strategy making.

According to Daniel, the right brain is responsible for valuing and understanding humor, jokes, and metaphors. A good mood can be an organizational enlightener, problem-solver, while bad mood can be the destroyer of a company.

In the Conceptual Age, humor and play must move from mere entertainment and state of mind to a high level of intelligence which, as we know, cannot be replicated on computers.

In this way, joy in the environment is established. A happier employee performs his duties with more engagement and productivity, exploiting his potentials to collaborate with the team and the company.

Meaning

Finally, let's talk about the latest aptitude of the Conceptual Age: the search for meaning.

Meaning is the motivational engine of the human being. The book highlights that such aspects can grow in suffering because through it we can seek answers and solutions to the problems that afflict us. However, it is important to make clear that suffering is not a prerequisite in this quest.

Searching for the answers to the whys has been frequent, especially nowadays. This statement is due to several reasons, among which we can cite:

- We are in the age of abundance. The abundance of information, concepts, technology;
- With the contemporary, growing disease of the century and depression, many people think about the finitude of life and its meaning;
- There is a study revealing a shy change in materialistic values for those who give way to well-being, coexistence, and love for one another;
- The pursuit of perfection causes this constant questioning.

However, the book suggests that in order to have a sober pursuit of meaning, two factors are necessary: the pursuit of spirituality and the pursuit of happiness.

Spirituality is also related to the feeling of tranquility and well being.

It is important to make clear how useful the search for spirituality is in the professional setting. This attitude does not distract; on the contrary, it makes the individual even stronger to overcome adversity.

And happiness? Well, it comes from genetic and social factors. When we are not born with "happy DNA," it is important to look for ways to draw it into our lives.

The book explains that working, avoiding negative emotions, optimism, practicing charity are some ways to achieve happiness. A full life brings a sense of accomplishment.

But what actually happens is that humans want more. We wish to seek an explanation of everything. Know that this is impossible.

He who constantly seeks the meaning of things risks losing himself in his own mental mazes.

Well, what should we do? According to the author, be grateful for the things around you.

Daniel also quotes Jim Collins, author of "Companies Made To Win", to recommend a test in which people should reflect on what they would continue to do if they had \$ 20 million in their bank account, or if they knew they were going to die in 10 years. years at most.

Think about it.

What other authors say about it?

There is a close relationship between human beings and technology. Tom Chatfield, the author of *How to Thrive in the Digital Age*, says that in every age, human beings have shaped new technological tools and these, in turn, have shaped their behavior.

Ken Robinson, author of *"Out of Our Minds: The Power of Being Creative,"* says there is no such thing as an intelligent or unintelligent person, we are all intelligent and have innate talents, but each person has a different way of awakening them. Finally, in *"Made to Stick: Why Some Ideas Take Hold and Others Come to Unstuck,"* Brothers Chip and Dan Heath believe that the surprise factor is linked to a pattern break.

Unexpected, new ideas often attract people's attention. The human being has a logic that guides our expectations. The surprise comes when this guessing mode, faced with information, fails. Hence our attention is captured.

Okay, but how can I apply this in my life?

- Practice your watchful eye. Value culture, design, visit museums, artworks, internalize that skill in your day;
- Read books. Inquire. Before applying concepts, study about them;
- Find solutions to problems, solve them separately. This is not a waste of time; it is energy-saving;
- Do not outsource your empathy. Do it yourself. Listen to someone. Be a listener and try to change someone's reality at least one day;
- Seek happiness and practice laughter. Make friends. Get in conversation wheels. Dialogue is not only therapeutic, it is fundamental;
- Influence your team's jokes and sense of humor. Joy interferes with the work environment and greatly increases the chance of higher performance and better productivity.



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