

The Case for Right Brain Thinking in a Left Brain World

The Case for a Whole New Way of
Thinking and Succeeding
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The Two Sides of Our Brain

- **L-Directed Thinking**

- Logical
- Analytical
- Reasons sequentially
- Literal
- Textual
- **Values results and quality**

- **R-Directed Thinking**

- Aesthetic
- Synthetic
- Simultaneous
- Metaphorical
- Contextual
- **Values the experience**

Our Left Brain Culture



- Established in our youth this culture dominated the last few generations
- We were indoctrinated into L brain thinking by our:
 - Parents (seeing this as a way to success)
 - Education system (easy to teach in mass)
 - Economic system (easy to reward results)

Our Left Brain Culture



- Left brain thinking has served us well
 - Opened the door for social and economic advancement for millions of people
 - Oversaw dramatic improvements in quality of life through advances in technology, productivity and education
- However, changes are occurring that suggest a waning of the L brain era and signaling the start of a new way of thinking

The Two A's



- Two clues that the end of the Left Brain Era is dawning are:
- Abundance
- Automation

The Rise of the Two A's



- **Abundance**
 - Rising wealth gave people disposable income which led to desire for products
 - Desire for products led to more producers to compete for business
 - Competition led to improvements in quality
 - ✦ People wanted the best (designer products)
 - ✦ If product did not have reputation it did not survive
 - ✦ High quality became the norm

Abundance Pushing Us Right



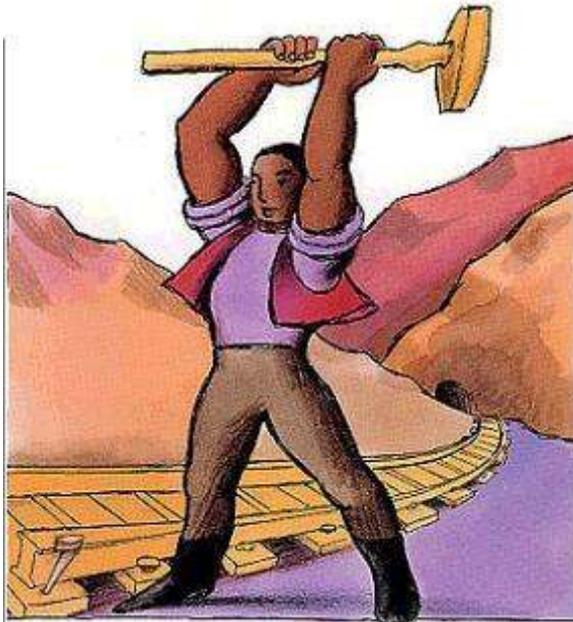
- This combination of wealth and productivity fueled an escalating desire for fulfillment (“best of everything”)
- **Quality has become an expectation!**
- But this expectation has made it difficult for companies to distinguish themselves
 - ✦ Customer experience is becoming the difference maker for success.
 - ✦ If quality is the same than people will use their experience to determine a product’s value
- This change in perception is changing employers needs

Automation



- The development of farm machines helped moved folks from the countryside to the factory
 - Many countries moved from being agriculture based to having cities with factories
 - This created a new middle class who worked at manufacturing products
 - But as time went on the machines developed further to also do work in factories and soon began to replace workers

Automation Pushing Us Left...



- John Henry's story tells of the rise of the Industrial Age
- Challenged by a machine to a contest to lay RR track
- John won the match but died of exhaustion
- Machine showed it could accomplish more work in less time and with less rest
- Man moved on to focus on using his **mind** to succeed

Automation Pushing Us Left...



- With machines taking over burden of manual labor – man focused on using his intellectual powers and the age of knowledge began
- Children of factory workers went to school to become accounts, lawyers, IT professionals, doctors and engineers
- Success was found in using the L Brain

Automation Then Pushing Us Right



- As the use of machines continued it was found that they could also do man's analytical work
 - Computer Tax programs instead of accountants
 - Airport computer check in instead of agent
 - Cars that can park themselves
 - Robots doing surgery
- If a job involves analytical thinking a machine can be programmed to follow the sequence and accomplish the task
- Making a worker not required but also eliminating all emotion in process

Automation Pushing Us Right



- The Kasparov story tells of the machine's rise over human analytical thinking
- IBM's Big Blue Computer challenged Kasparov to a chess match
- Kasparov won at first but lost future matches as the computer learned
- Showed computers learn and analyze faster, longer and cheaper than man
- Indicated the sunset of the Knowledge Worker Age

Does this Impact you and me?



- Some of you may be saying a machine can't replace people in healthcare
- If it is Left Brain a Computer can do!
 - Drug dispensing machines
 - Computerized transport systems
- Meet [Penelope](#)



The difference between us and Penelope is our Right Brain empathetic side where we can comfort, as well as care for, a patient

Lessons from the Star Trek Evolution

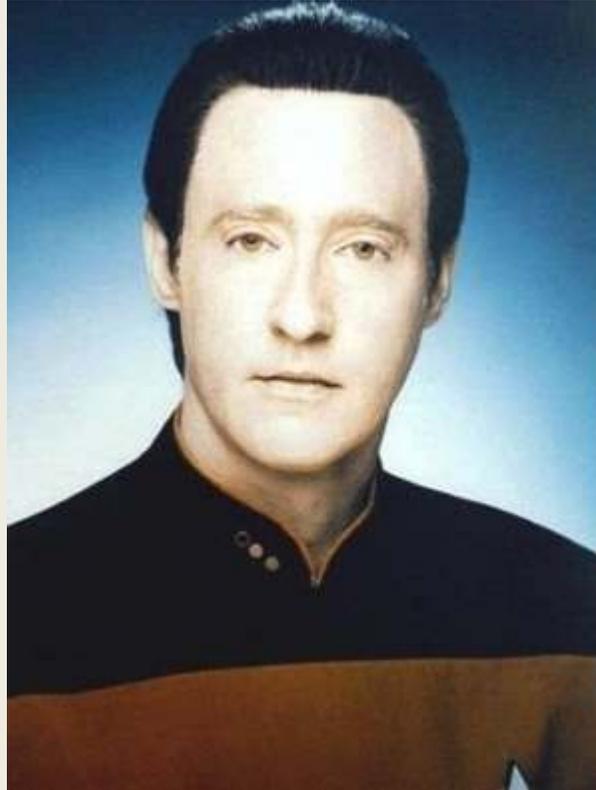


- Original Star Trek (Left Brain thinking)
 - Focused on Captain
 - Captain solved problems
 - Logic was emphasized
 - Emotions secondary
- The Next Generation (Right Brain thinking)
 - Team lead mission
 - Captain consulted team
 - Logic and emotions treated equally
 - More diversity

Left Brained Mr. Spock



Replaced by a computer



Whose deepest desire was to become more like humans

And an Empathic Counselor

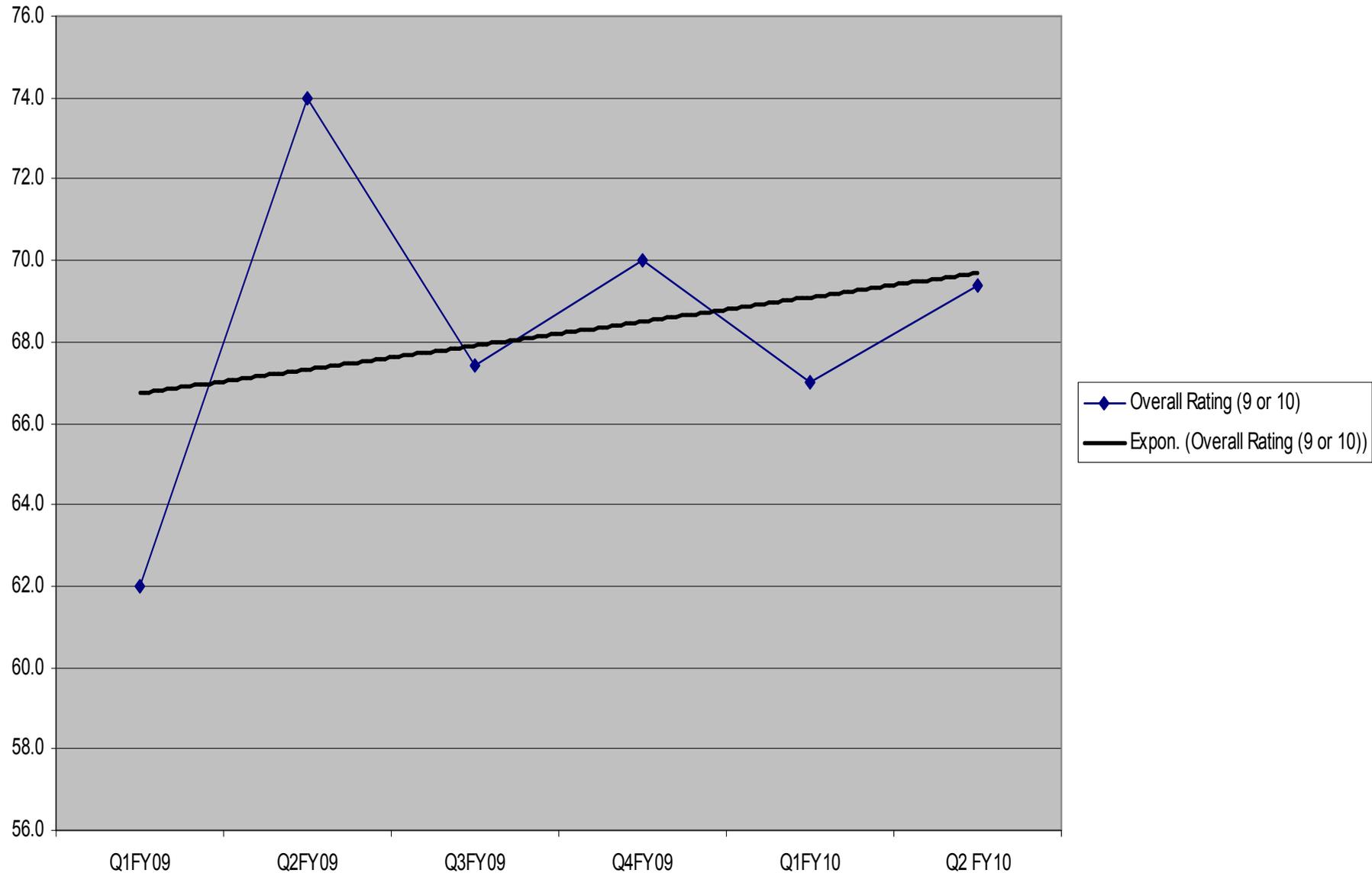


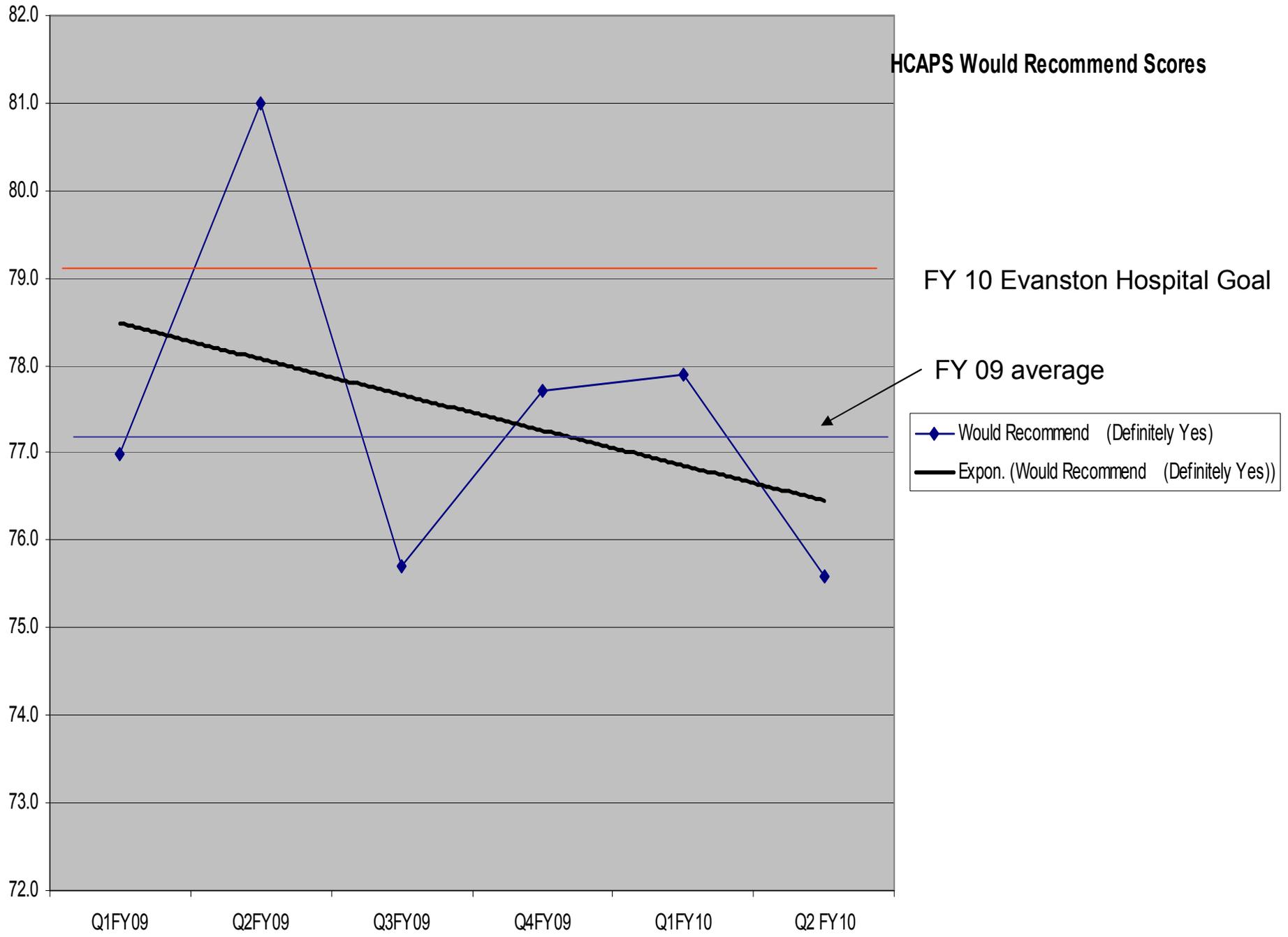
Who added emotional perspective to solving the problem

Signs of patients valuing quality but also experience in Healthcare

Quality of Care

HCAPS SCORE



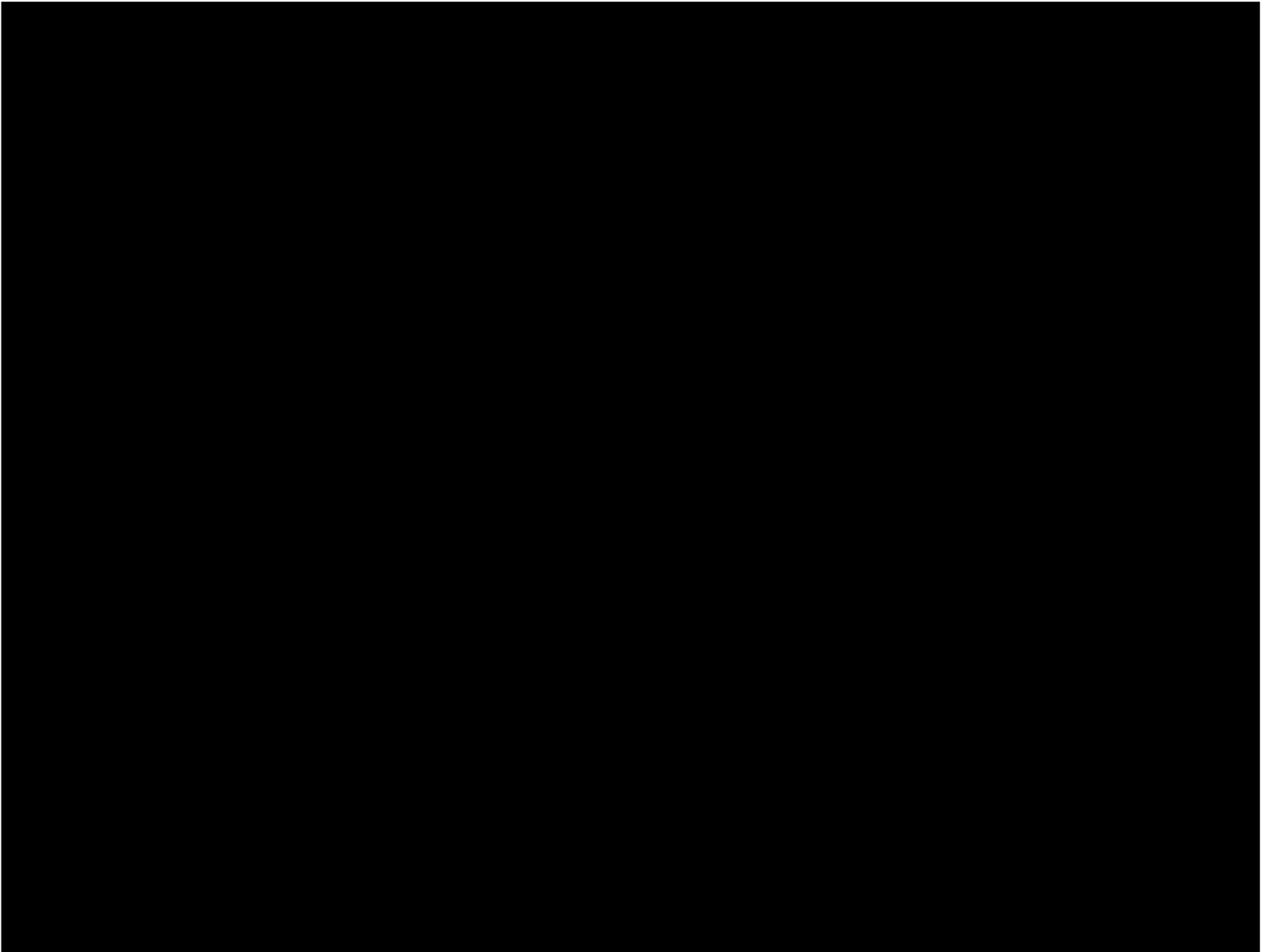


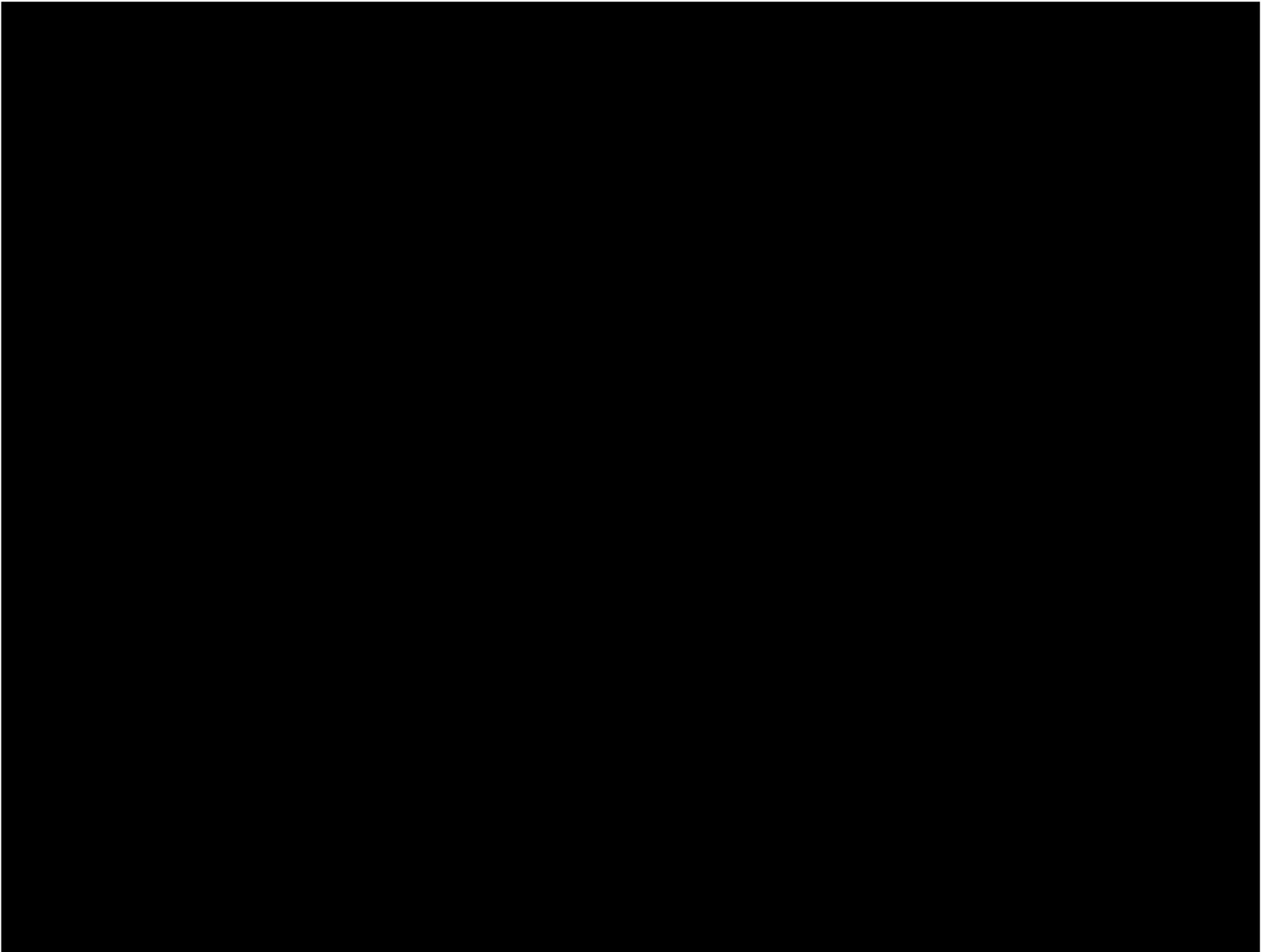
The Impact on Healthcare



- Welcome to the New Age of High Concept, High Touch and High Performance
- New Age will require managers and employees to change the way they approach work
 - Managers will have to lead from within
 - Managers and employees will have to improve their listening skills
 - Employees will have to enhance their giving of hope
 - Everyone has to believe their
- In essence we will need to use our whole brain to reach our customers and keep them loyal









Time for Us to Adapt



- Adaptation means we need to exercise our right brain as ***much*** as our left
- Rewiring our thinking can be frustrating but nurses are natural R brain thinkers
- We can embrace this opportunity and ensure success for our institution and prosperity for our families

A Whole New Mind
by Daniel Pink