

whole brain thinking

A whole-brain approach offers leaders even more innovative and complementary methods.



Left Hemisphere



Right Hemisphere



Conscious Mind



Subconscious Mind

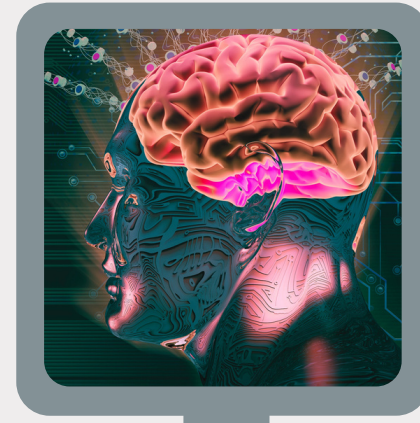
Whole Brain Thinking

Often times we are processing data and information in our brains without being consciously aware. As we know, this can lead to unconscious bias and motivations while making decisions that often we are not even aware of and can activate outcomes not intended. Awareness of the full spectrum of our left and right hemisphere and how our conscious and subconscious mind can work together offers leaders **whole brain thinking** with a broader range of innovative approaches in today's world. The ability to be consciously aware and evaluate with reasoning is a key quality to help drive inclusive and conscious debate.



Left Hemisphere

- Sequential Processing
- Specializes In Text
- Analyzes Circumstances
- Excels With Logic Reasoning
- Examine Data
- Convergent - One Correct Answer
- Maintains Control



Right Hemisphere

- Simultaneous Processing
- Specializes In Context
- Integrates The Big Picture
- Non-Linear Reasoning
- Recognize Patterns
- Divergent - Explores Multiple Approaches
- Engaging Novel Ideas



Conscious Mind

- We are thinking and we know it
- The CM makes decisions & takes action
- Sees and thinks what can be accomplished
- Can change habits
- Resides above the surface, what we can see
- The CM is influenced by the subconscious
- Follows rules, uses senses
- Selects and plants seeds
- Intermittent, PT
- Ships captain
- Likes all the information



Subconscious Mind

- Things we do habitually without realizing it
- A warehouse of extraordinary knowledge & info
- Believes what the conscious mind has imagined
- Source of habits
- Resides below the surface
- The SM decides well before the conscious mind
- Can think without attention
- Germinates seeds and grows the harvest
- Search engine that never sleeps, 24/7
- Ships resourceful crew
- Can work in pieces

Both hemispheres take significantly different approaches with guiding our actions, understanding the world, and responding to events. While it may be tempting to think in isolation, the left and right hemispheres are two half brains, designed to integrate into one whole brain. This can be mastered through intentional conscious analysis.

When we can't solve a problem consciously, which is applied intent with an issue, stepping back with a long or short break, often then the subconscious mind can surface new insight. This is when things *pop into your mind*, or *come out of the blue*. This tactic can be a thoughtful advantage to access intuition and mindfulness with how we navigate complex issues.