
Creativity Sphere

Creativity is the ultimate skill of mankind
(However there is nothing called ultimate in creativity)

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How is your 'head' office?

Daniel H Pink in his book "A whole new mind" argues why right brainers are going to rule the future. His point of contention is that whatever left brain can do, can very well be done by a machine (computer.) The work of your tax consultant can very well be duplicated by a software. Same thing applies to that of a doctor, or an accountant or a lawyer. A series of questions the programme asks, and from the responses it goes on narrowing down, and its final finding is seen by the doctor or lawyer to authenticate the software's diagnosis. Twenty minutes of doctor's time is reduced to just two minutes. So Pink concludes that the future belongs to a very different kind of person with a very different kind of mind - creators and empathizers, pattern recognizers, and meaning makers. These people - artists, inventors, designers, storytellers, caregivers, consolers, big picture thinkers - will now reap society's richest rewards and share its greatest joys.

Pink uses two phrases "high concept" and "high touch." High concept involves the capacity to detect

patterns and opportunities, to create artistic and emotional beauty, to craft a satisfying narrative, and to combine seemingly unrelated ideas into something new. High touch involves the ability to empathize with others, to understand the subtleties of human interaction, to find joy in one's self and to elicit it in others, and to stretch beyond the quotidian in pursuit of purpose and meaning.

Now let us make a tour inside our 'head' office to find out what makes Pink to draw such a conclusion. Thomas Alva Edison, once told, "The most important job of your body is to carry your brain." He deserves to say that as he is the one who has used the brain fully and knew its value. Human brain is the most complex thing we have yet discovered in our universe - 100 billion cells, each of which connects and communicates with up to 10,000 others cells, forming an elaborate network of one quadrillion (1,000,000,000,000,000) connections that guides us to think, talk, eat, breathe and move. Still its topography is simple.

Reading is like exercising - mental and physical benefits flourish with regular practice. Reading improves language skills, vocabulary, and spelling skills; it introduces new ideas, perspectives, and information; it staves off the effects of aging by keeping your mind active; it provides a vehicle for mental escape and creativity; and it relaxes, entertains, and inspires your soul - Matthew Emerzian and Kelly Bozza

Since long it is known that a line divides the brain in to two regions, separate but unequal, and the crucial left half makes us human. The left was rational, analytic and logical, while the

This view continued for long till 1950s when Roger Sperry, who was awarded with the Nobel Prize, told that the right was not inferior to the left. He found two modes of thinking - while the left reasoned sequentially, excelled at analysis, and handled words, the right reasoned holistically, recognized patterns, and interpreted emotions and nonverbal expressions. Human beings were literally of two minds. The left is the thousand words, while the right is the picture. The left handles 'what' is said; the right focuses on 'how' it is said. The left converges on a single answer; the right diverges in to several. The left focuses on categories and details, the right on relationships and the big picture.

New ideas are the result of the combination of feelings and knowledge (memory.) It is known that brain is the source of all our feelings. In an experiment in 1953, the scientists put an electrode in the hypothalamus of a mouse and passed electricity. The mouse vibrated in joy, even the scientists, as they identified the location of pleasure (and pain) points in the brain. However the memory, of course, is not in the form of alphabets, but as auditory, visual and kinesthetic forms in three different locations called parietal, temporal, occipital. The most primitive part of the brain is the brainstem surrounding the top of the spinal cord. The brainstem cannot be said to think or learn; rather it is a set of preprogrammed regulators, like breathing. From the brainstem emerged emotional centres, then the thinking brain or "neocortex." As

right was considered as subsidiary - mute, nonlinear and instinctive. Language is what separates man from beast. Since language resides on the left, it was believed that left brain makes us human.

the seat of thought, neocortex contains the centres that put together and comprehend what the senses perceive. It adds to a feeling what we think about it - and allows us to have feelings about ideas, art, symbols, imaginings.

As the interconnections in brain circuitry increases, the greater are the range of possible responses. This gives the emotional centres immense power to influence the functioning of the rest of the brain - including its centres for thought.

Amygdala is an almond shaped cluster of interconnected structures perched above the brainstem. There are two amygdalas, one on each side of the brain. While cortex and neocortex do most of the brain's learning and remembering, the amygdala is the specialist for emotional matters. The amygdala acts as a store house of emotional memory, and thus of significance itself; life without the amygdala is life stripped of personal meanings.

More than affection is tied to the amygdala; all passion depends on it. Amygdala can take control over what we do even as the thinking brain, the neocortex, is still coming to a decision. Daniel Goleman concludes the workings of the amygdala and its interplay with neocortex are at the heart of emotional intelligence. Emotion is so crucial to effective thought, both in making wise decisions and in simply allowing us to think clearly.

The secret of getting brilliant ideas lies in harmonizing the head and the heart.



Happiness is nothing more than good health and a bad memory - *Albert Schweitzer*

Letters

Ramkant Varma, Dharbhanga: In CS 64, I missed your views in the form of replies to some letters.

I came across two instances which really made me wonder – how can we become like that, even, think like that? The first one is about an employee of Volvo, the Swedish company, who would park his car far away from the entrance (2000 employees drive their car to work). There is no fixed parking space. He used to park far way, even when there are no other cars in the lot. The reason: "Since I'm here early, I have time to walk. Don't you think that whoever gets in late will need a place closer to the entrance?"

The second instance is about the people in a small city in USA. There were three government run schools in that city and the government wanted to close down one. The issue was which one to close. They wanted to listen to the views of the parents. The parents of one school first offered to close their school. The reason: "We can afford to drive our children to other schools."

When will we, in India, start thinking like these?

When I am proud of myself, when I consider myself worthwhile, i.e., when my self esteem is high, I consider others as worthwhile. Simply put, When I respect myself, I respect others as well and the vice versa.

Ajaya Gupta, Los Angeles: I like the "Innovation" focus as that is encouraged and rewarded, homogeneity is tremendous and growth is exponential. In my group they call it "Eureka". I have contributed three ideas and out of which two are waiting in the wings to go live (under consideration).

V Sriram, Chennai: Thanks for your prompt response in sending the latest newsletter. I have already started practicing some good points learned from the workshop.

K Srinivasan, Srirangam: I had the privilege of reading all your valuable articles in CS 34 to CS 64. All of them are thought-provoking and purposeful for professionals like me. I pray for more articles and service.

K Rathinavel: After going through your issues, I am changing my work style in my life.

Niraj Srivastava: Most of the problems are solved after going through the material therein in CS.

K Soundarraaj, Chennai: Whenever I read your news letter, I get charged and always think out of box. Certainly your articles kindle my mind. I, with gratitude acknowledge your creative way of making Creativity a forum of thinkubator to benefit millions at no cost. What a laudable work!

A Mukherjee, Durgapur: Sustaining in anything is a real challenge. I complement you for your regularity in bringing out Creativity Sphere (CS.)

Competition

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Ford and Edison

Henry Ford and Thomas Alva Edison were neighbours. They used to chat while watering their lawns. One day Ford offered Edison to join his company Ford Motors. Edison politely refused, and each continued in their own ways. And we know what both of them contributed to in our lives.

Now let us suppose that Edison had accepted the offer and started working with Ford. Several things of today might not be there and several other things which are not today, could be there.

For instance, we will still be reading or even watching TV in candlelight and our car could be running with water as fuel.

Let your imagination sour wild, pen them down and send the list to me. (Keep in mind that Edison was as good a business man as an inventor.)

Assumptions are the termites of relationships – Henry Winkler

They all liked CS (64): V Kiruba Karan of Chennai, Murali of Hosur, V Mala of Chennai, Rajesh Shrivastava of Rawan, Ananat Sathe of Zaffarabad, S Rajes, S Kumar of Chennai, Anil Kumar Singh, G Gandhi of Visakhapatnam, N K Dixit of Satna, K Padmaja of Bengaluru, K Baskar, Niraj Srivastava, Navnit Srivastava, K.K.Maurya of Renusagar, N T Muralikrishna of Hosur, A K Singh of Jafarabad, T.Somasundaram of Tiruvanamalai et.al.

THE SEVEN REPRIMANDS

of Khalil Gibran

I reprimanded my soul seven times –

The first time: When I attempted to exalt myself by exploiting the weak.

The second time: When I feigned a limp before those who were crippled.

The third time: When given a choice, elected the easy rather than the difficult.

The fourth time: When I made a mistake, consoled myself with the mistakes of others.

The fifth time: When I was docile because of fear and then claimed to be strong in patience.

The sixth time: When I held my garments upraised to avoid the mud of life.

The seventh time: When I stood in hymnal to God and considered the singing a virtue.

Discussions Competition 64

Recognizing Relationships

Many inventions and innovations are the result of the inventor's seeing new and different relationships among objects, processes, materials, technologies and people. Example – cell phone with camera. (Warning: Nokia has sold more cameras than Sony, Canon, Kodak, Samsung, Olympus, Nikon, Fuji etc., even though NOKIA's main line of business is not cameras. Airtel has sold more music than HMV, Sa-Re-Ga-Ma etc. though their main business is not music. One can't say where the competitor is hidden – difficult to detect and even more difficult to beat?)

With this talent you can become an invisible competitor to an established player.

This talent can be developed by viewing things and people as existing in a complementary or oppositional relationship with other things and people. These relationships often lead to visions that result in new ideas, products, and services.

Analyze and elaborate on how the following pairs relate to each other in a complementary way: nut and bolt, husband and wife, chocolate cake and vanilla ice cream, butter and jelly, athlete and coach, humanity and water, winning and losing, television and overhead projector, and manager and worker.

Srinivasan Ramnagaram Venkatappa:

- 1) Nut and bolt: Nut has a threaded hole. The mating part will be bolt. The purpose is to fasten parts.
- 2) Husband and wife: It is a relation between male and female. It provides intimacy and lovely life.
- 3) Chocolate cake and vanilla ice cream: It is molten chocolate cake. It will be very tasty.
- 4) Butter and jelly: It is used in sandwiches. It will be very delicious.
- 5) Athlete and coach: Athlete gets trained by coach. Coach teaches how to play. Athlete gets the tips.
- 6) Humanity and water: Our body consist mainly water. Water is the primary necessity of human kind.
- 7) Winning and losing: It is the competition. Always people like to win. One team has to win and other has to lose.
- 8) Television and over head projector: Television displays the live show. Over head projector displays the still show.
- 9) Manager and worker: Manager has to manage many things. His duties to arrange materials, machine, tools, worker and other things require doing the job. Worker has to execute the job. They are specialists in their own fields.

It is the mark of an educated mind to be able to entertain a thought without accepting it. – Aristotle



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