

The Dan Pink Masterclass

The Right-Brained Leader & Organization: Building An Innovative & Creative Organization For The Future How to Give Your Organization A Whole New Brain

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About This Masterclass

Doctors. Lawyers. Engineers. That's what our parents told us to be when we grew up. But were Mum and Dad right? Actually, the future belongs to a different kind of person with a different kind of mind, people like artists, inventors, storytellers, caregivers. These right-brained people are the next business elite – the women and men who will power your organization.

Businesses are realizing that the only way to differentiate their goods and services in today's overstocked marketplace is to make their offerings physically beautiful or emotionally compelling. To achieve this, they need to put a premium on less rational, more R-directed (Right-brain) sensibilities, rather than on the traditional Left-directed qualities of logic and rational thinking if they want to create the more innovative ideas that will make them stand out from the crowd. Thus the high-concept abilities of the 'more creative minded' (the Right-Brained) are going to be more valuable than the easily-replicated L-directed graduate who relies more on information and logic.

In this masterclass, best-selling author Daniel Pink analyses evidence from around the world to reveal how the forces of Abundance, Asia, and Automation are nudging us into an era defined not by traditional "knowledge workers," but by creators and empathizers. He will explain what this transformation means for your organization – and he offers hands-on tools and tips, as well as real-life examples for how you can navigate this new terrain. He will also explain how creativity is not just innate: it can be learned by individuals and by the organization as a whole.

He will show you:

- How to apply the latest research in "left brain/right brain" to transform your organization
- How smart companies are using the arts – design, storytelling, and play – to pull ahead of the competition.
- The six essential right-brain aptitudes that now mark the fault line between success and failure
- Why the widespread search for meaning is perhaps the greatest recruiting challenge – and the largest business opportunity

About Dan Pink

Daniel H. Pink is the author of the acclaimed national and international bestseller *Free Agent Nation* and *A Whole New Mind* (2005). He has written articles and essays for *The New York Times*, *Harvard Business Review*, *Salon*, *Slate*, *Fast Company*, and other publications, and is Contributing Editor at *Wired*. His articles on business and technology have also appeared in *The New York Times*, *Harvard Business Review*, *Fast Company*, and other publications.

A Whole New Mind is focussed on the growing importance of right-brained people and what it means for employees and employers alike. It was one of the "Best Business Books of 2005."

"This book is a miracle. On the one hand, it provides a completely original and profound analysis of the most pressing personal and economic issue of the days ahead – how the gargantuan changes wrought by technology and globalization are going to impact the way we live and work and imagine the world. Then Dan Pink provides an equally profound and original and practical guidebook for survival – and joy – in this topsy-turvy environment. I was moved and disturbed and exhilarated all at once." **Tom Peters**

He has lectured on work, business, and economic transformation to corporate, association, and university audiences around the world. He's provided analysis on dozens of television and radio broadcasts, including CNBC's "Power Lunch," ABC's "World News Tonight," NPR's "Morning Edition," and American Public Media's "Marketplace."

Dan's last 'proper' job was as chief speechwriter to Vice President Al Gore. Pink has also worked as an aide to United States Secretary of Labor Robert B. Reich, been an economic policy staffer in the United States Senate, a legal researcher in India, and a latrine builder in Botswana. His newest work is *The Adventures of Johnny Bunko: The Last Career Guide You'll Ever Need*, the first business book for a western audience in the Japanese comic format known as manga. He received a BA with honours in linguistics from Northwestern University, where he was elected to Phi Beta Kappa, and a JD from Yale Law School.

For more information on Pink, see page 17.

Masterclass Programme

- Identifying & leading the new breed of workers: how and why the 'right brained' will be critical to future business success
- From the Information Age to the Conceptual Age: what it means for businesses
- How to give your organization a 'whole new brain'
- Building & nurturing a 'right-brained' workforce – is this the death of the MBA?
- Why "high tech" abilities are giving way to "high concept" and "high touch" talents
- Using the arts – design, storytelling, and play – to pull ahead of the competition
- The six essential right-brain aptitudes that now mark the fault line between success and failure
- The six essential aptitudes necessary for thriving in this emerging world
- Why the widespread search for meaning is perhaps the greatest recruiting challenge – and the largest business opportunity – of our times
- The seven "dirty words" you should banish from your organizational vocabulary to get talented people to work with you
- How leaders can bring out their 'right-brained' side? (and those of others) –The Six Senses
 - Design – a high concept aptitude that confers competitive advantage
 - Story - the use of stories to imagine new perspectives – story-telling skills are now used in **3M** and **Xerox**
 - Symphony – the ability to put together pieces, to link apparently unconnected elements to create something new - a skill entrepreneurs and inventors have long relied on
 - Empathy – having democratized the availability of information, success lies in empathizing with clients and understanding their true needs
 - Play – people rarely succeed at anything unless they are having fun doing it – a play ethic can strengthen and ennoble the work ethic. More than 50 European companies – including **Nokia** and **Alcatel** – have brought in consultants in 'Serious Play'
 - Meaning – companies that acknowledge spiritual values and aligned them with corporate goals outperformed those that did not

