

The Crucial Role of

WHOLE BRAIN CREATIVE THINKING

in Organizations

Presented by Lynne Krause
for the MARC Conference
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BBTD Services Inc
changing the world, one brain at a time

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Future Shock?
Looking at a 21st Century
of Change Key Trends

Nigel Nicholson

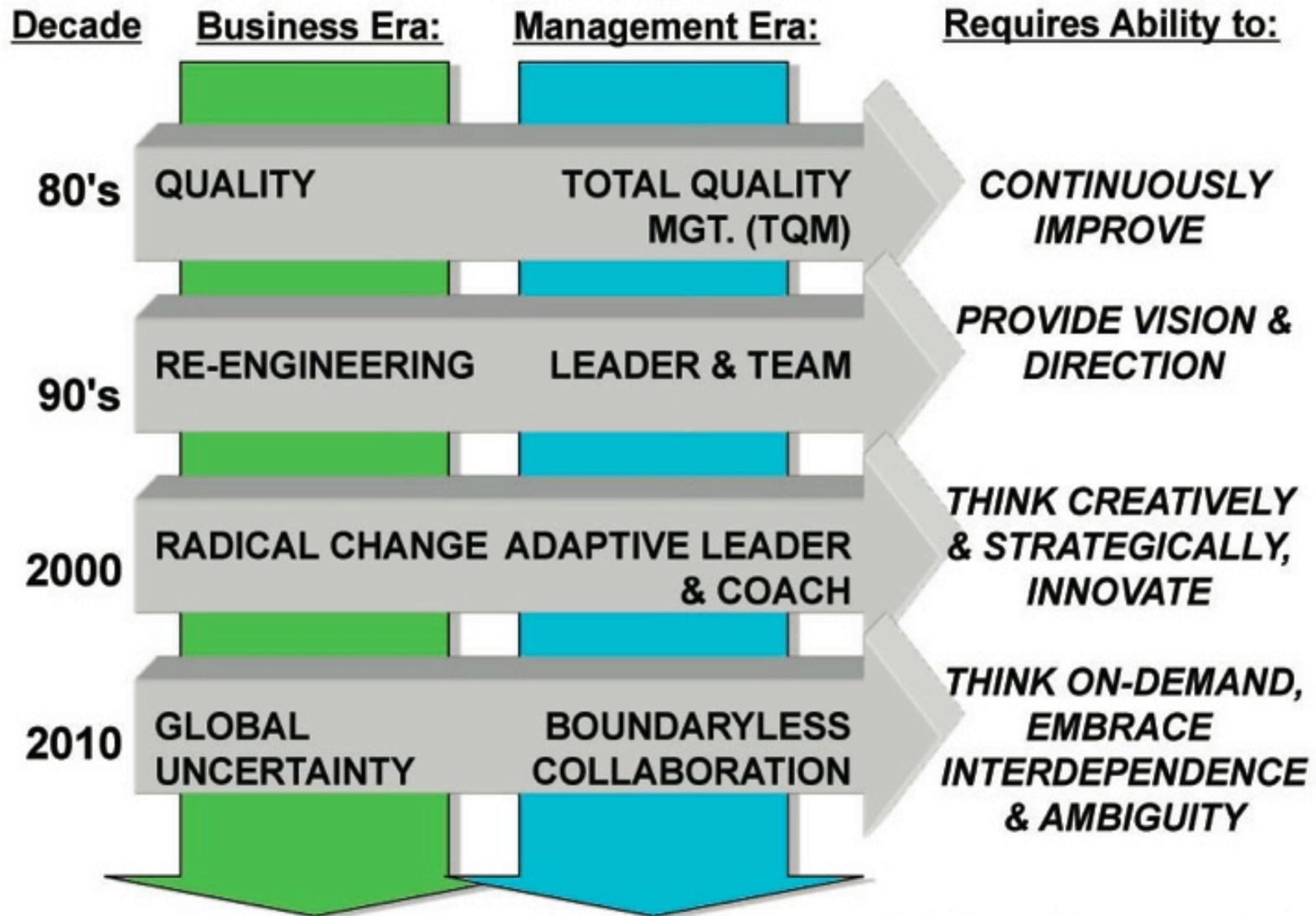
From: Organization 21C
by Subir Chowdhurt

- Globalization
- Inequality and Conflict
- Environmental Costs and Catastrophes
- Demographic Time Bomb
- Radical Change (& Death?) of the Corporation
- Virtuality & the Networked Economy
- Transformed Roles in the Knowledge Economy
- New Forms of Governance and Leadership

Summary of Team Eras

Decade	Group Functioning Levels:	Decision Rule:	Drivers:
2000 	COLLABORATION 	Organization Need 	Innovation & Speed 
90's 	COOPERATION 	Group Equality 	Synergy 
80's 	COORDINATION 	Individual Input-Output 	Process 

Summary of Eras





Last stages of the Industrial Economy

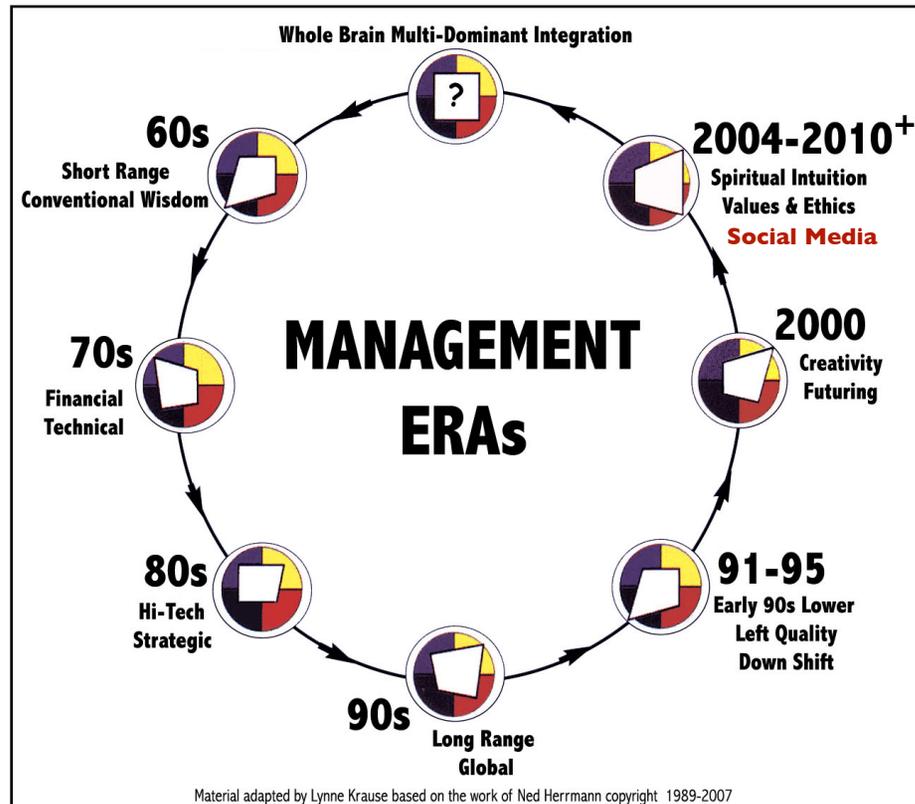
Twenty year transition stage called the **Creative Knowledge Economy.**



The early stages of a **Web /Networked Economy around 2020**

<http://communitiesofthefuture.org/>

Our New Business Environment



Roles of men & women
 Our expectations of our children
 Increasing demands of work
 Rapid leaps in technology
 (email, voice mail, chat, blogs,
 video blogs, wikis, virtual
 environment, augmented reality,
 artificial intelligence)
 Dramatically shifting political
 structures of the world
 Finances in a global economy

Innovative developments & new ventures were incremental in scope & relatively close proximity to each other

Lives reasonably calm and predictable

Ongoing turbulence, incessant flow of overlapping opportunities & problems requiring major conversions, alterations and/or reversals

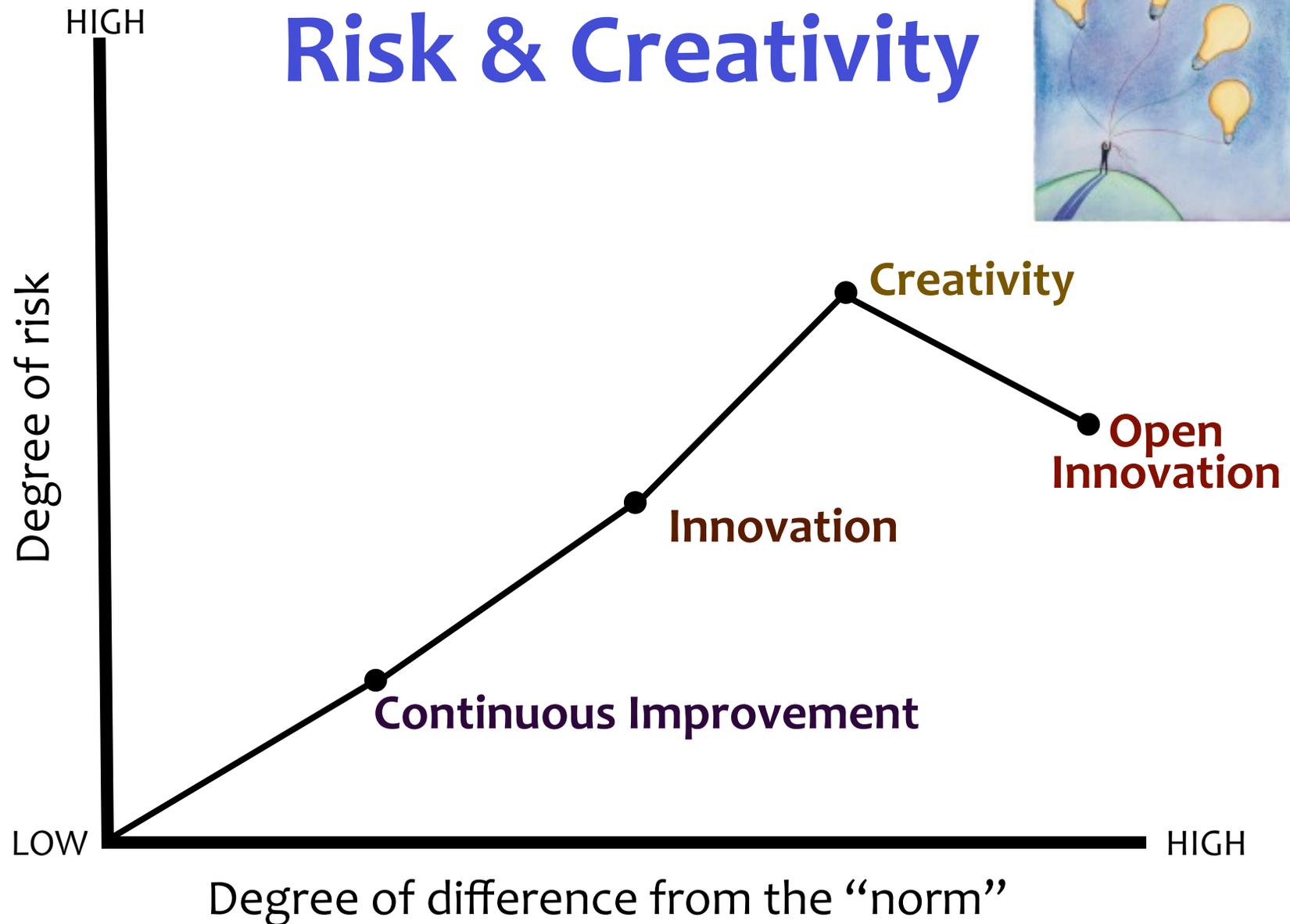
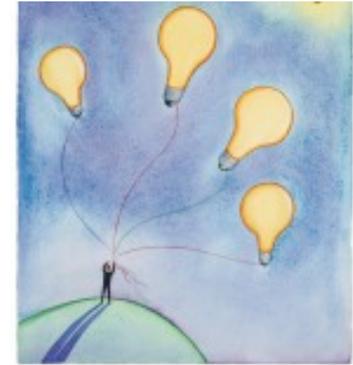
Rapid constant change and complexity

Contiguous Progression

Perpetual Unrest

current business environment

Risk & Creativity





**Creative
management
means
a capacity for
surprise
and
a willingness
to make mistakes**

SOME CONSEQUENCES OF UNLEASHING CREATIVITY

- ◎ **Mistakes will be made.**
- ◎ **Rules may have to be changed.**
- ◎ **Status quo will be challenged.**
- ◎ **Assumptions will be reconsidered.**
- ◎ **Concepts will be altered.**
- ◎ **Permission for independent action will be required.**
- ◎ **Functional boundaries will be breached.**
- ◎ **Organizational relationships will change.**
- ◎ **Work content and procedures will be rethought.**
- ◎ **Bureaucratic walls will be lowered.**
- ◎ **Counterproductive traditions will be re-examined.**
- ◎ **Accelerated change will take place.**

THE SURROUNDING ENVIRONMENT IN WHICH THE CULTURE EXISTS

FINANCE DRIVEN

OPPORTUNITY DRIVEN

EVALUATIVE, MANAGERIAL

EXPLORATIVE, ENTREPRENEURIAL

TECHNOLOGY

“INTELLECTUAL CAPITAL”

VALUES

Information
Competence

Systems
Creating

Getting Solutions to Tough Problem

Out of the Box, New Thinking for the Future

Making Ideas Happen

Getting the Best Thinking Out of Everyone

Resources
Commitment

Collaboration
Relationships

“SOCIAL CAPITAL”

TRUST

THE CREATIVE CLIMATE IN THE CORPORATE LEADERSHIP CULTURE

ADMINISTRATIVE, TRADITIONAL

SUPPORTIVE, TEAM-ORIENTED

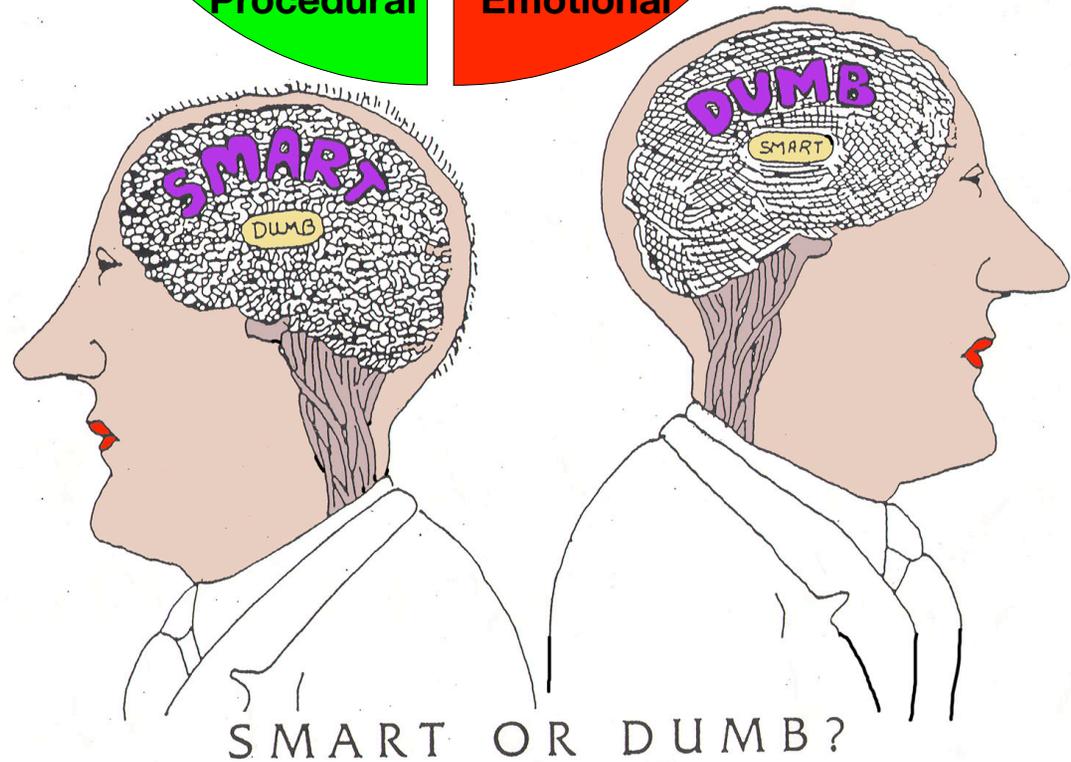
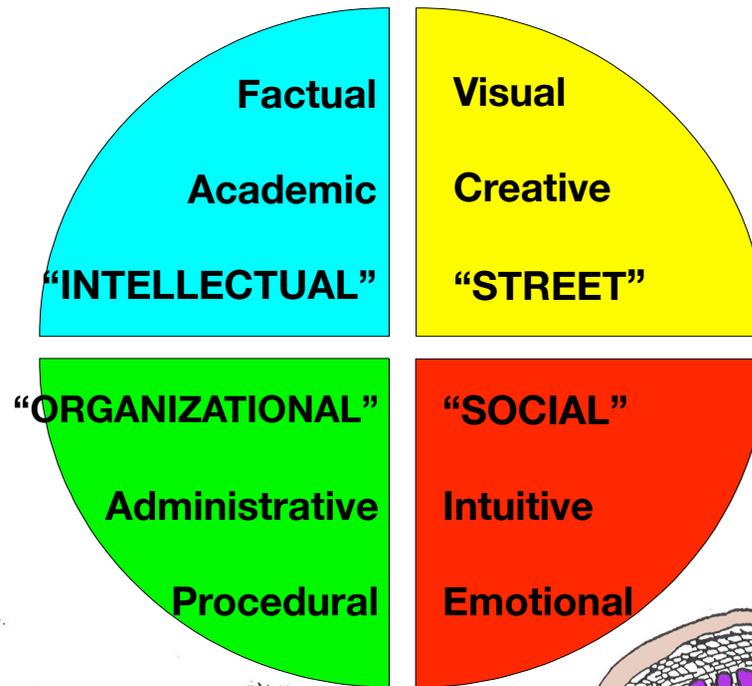
PRODUCTION DRIVEN

CONTRIBUTION DRIVEN

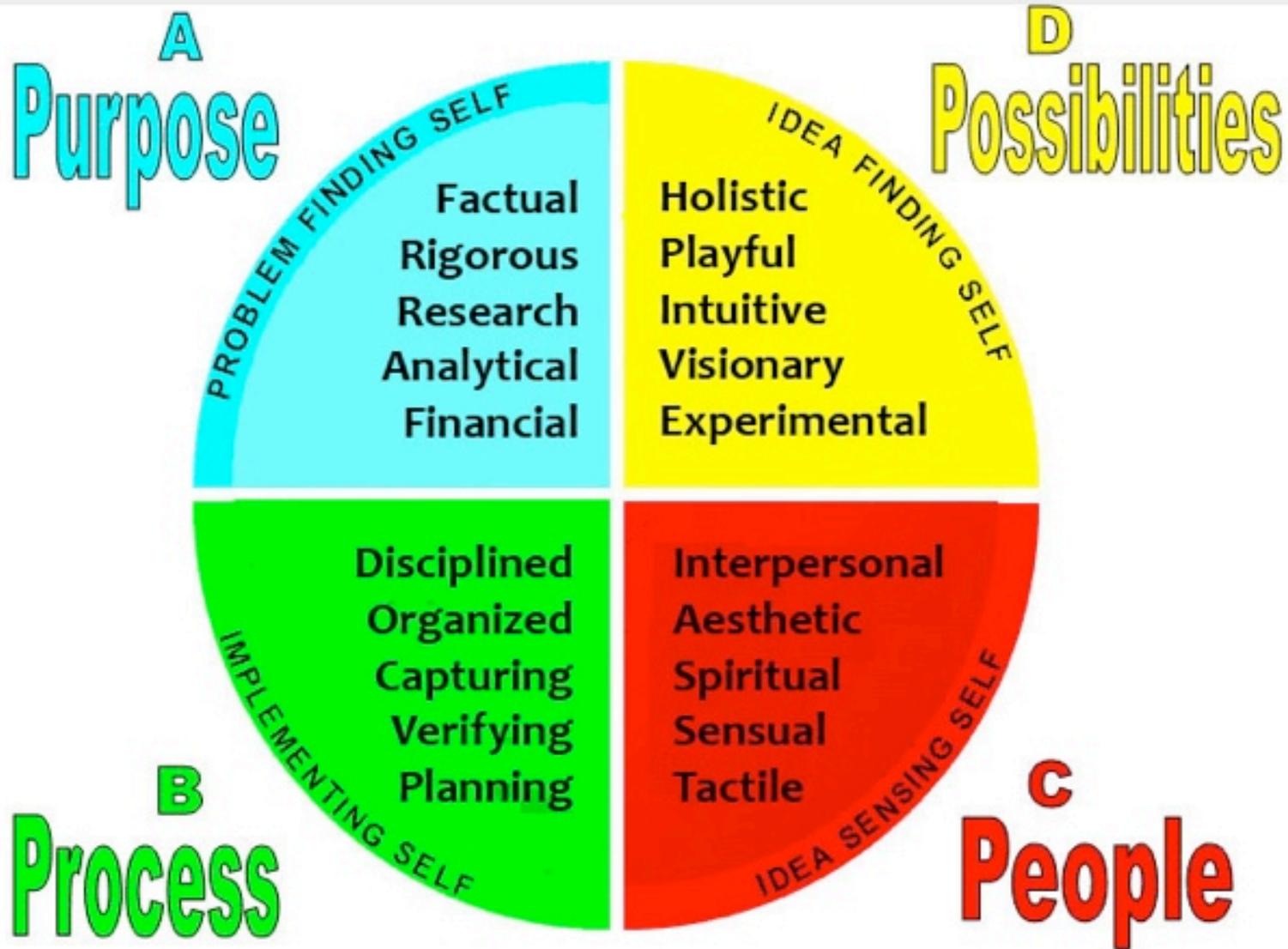
A new neuroscience of intelligence
is revealing that not all brains
work in the same way



Types of Smartness



Creativity and Innovation Require Whole Brain® Thinking!



Resources available at the resource page of



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George Land, scientist and author of Breakpoint and Beyond, Mastering the Future -Today states in the best of times and the worst of times the challenge is to grow. "Grow," he says, "Or die." How you define growth may change with the circumstances, but growing expertise, process management skills, team capacity, strategic thinking and planning in tough times is critical. Leveraging opportunities that increase your human capital is the fundamental ingredient for growing your organization.

BBTD (Brain Based Training & Development) Services Inc is responsible for delivering outstanding training workshops and seminars for customers in government, education, business and non-profit communities.

Our expertise is delivering training workshops using the Whole Brain Model® and technology founded by Ned Herrmann and Herrmann International. Based on brain physiology and the organizing principles of the brain, Whole Brain Thinking® methodology has roots in work that began at General Electric and has been validated by more than 25 years of research.