

The creative brain tends to encounter the world in a more *raw and direct way*, while the analytical brain processes using *symbols and logic*, inclined to draw conclusions rather than ask questions. A whole-brain balance works best.

There are traits associated with the creative-productive mind that can benefit an individual or organization. These include:

- non-linear problem-solving
- imagination
- spontaneous insight into complex issues
- encountering the world in a more inquisitive way
- intuitive resolutions
- divergent thinking

RightBrain@Work is a program that provides a learning framework, tools, and a process to help participants develop and nurture these important traits.

Through one-on-one (or small group) coaching sessions, the program incorporates unique exercises that challenge participants to become more nimble, creative thinkers.

SOME BASIC PRINCIPLES:

- Engagement in creative exercises stimulates the whole brain, resulting in a more robust right-left brain synergy
- For groups, incorporating right-brain exercises into a planning or problem solving process can increase the likelihood of ‘break-through’ moments, nontraditional solutions, and innovation
- Approaching an issue from multiple, distinct perspectives improves the quality of results
- Music activates right-brain neurons, which can help with problem solving, navigating complex issues, and reducing stress
- Individuals become more productive in environments that support and promote creative challenge and endeavor
- An organization can increase productivity by incorporating a ‘creative workplace model’ (strategy, process, hiring, training, physical environment)

WHO IS THIS PROGRAM FOR?

The program is for anyone. It engages participants at the level where they’re currently at, then encourages them forward. Artists, entrepreneurs, teachers, engineers, CEO’s, managers, accountants, and college students can all find benefit.

RightBrain@Work includes certain creative exercises (i.e. writing, drawing, music, etc.). No talent is required. If you have trouble drawing a stick figure or writing a decent paragraph, no worries; and if you paint like Van Gogh or write like Faulkner, that's great too.

If you are not artistic, one of the 'additional benefits' of the program will be improved drawing and writing skills, in some cases, substantially.

HOW IT WORKS

- The first session is free, whether in person or remotely via Skype. Try things out, see if it is right for you. No questions, no obligation
- The program is flexible; you can stop any time. In general, 8 sessions are recommended to build a good foundation and mastery of core skills
- Costs: \$125/ 1-hour session (\$100 if you prepay one month @ \$400). Groups are also available; 3 participants for Skype, or up to 8 participants in-person

MATERIALS

Participants will need the following materials:

- Dedicated notebook for writing. Any will do, but I suggest a bound, hard cover, lined
- Dedicated sketchbook. Any will do, but I suggest a bound, 8X10 or larger, hard cover, decent quality
- Small set of artist pencils – don't spend much, but a mix of a few different hardnesses will do fine, and a charcoal pencil
- Kneaded 'gummy' eraser – e.g. medium or large Faber-Castell (\$.95-\$1.50)
- Pencil sharpener – any will do (i.e. Alvin or Mobius & Rupert brass bullet sharpeners are nice (\$5.00))
- A small case to hold pencils, sharpener, etc., could be helpful
- Mobile music device (e.g. iPhone / Android etc.) with ear buds or headphones
- Phone with camera (or DSLR, but phone is better if available)
- Voice recording app on your phone (or micro cassette)

Don't purchase anything until after the first session. All you will need is a pen and note pad to start.

NEXT STEP

For more information or to sign up for your free session email robert@rlynchconsulting.com or 732-377-2017

