



Creating Right-Brain Thinkers for the 21st Century Economy

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This newsletter, we hope, gives you some useful information to help you understand franchising and, in particular, opportunities in the educational services franchise business space. The after-school educational market exceeded \$60 billion in the U.S. in 2005 and continues to grow at a near double digit pace. So please enjoy and let us know what other topics you would like us to discuss.

About Us

At CTWorkshop creative thinking is a child's greatest asset. Since 1997 we've delivered hi-tech programs enabling children to enhance their innate creativity. We facilitate and extend a child's awesome natural ability to learn.

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In a recent article, entitled, *Be in Your Right Mind*, the author, Adrienne Fox, exclaimed, "The global economy is moving toward the right side of the brain." What do we mean by a right brain versus a left brain economy?

Before we answer that question we have to understand what neuroscience is telling us about the two hemispheres of the brain. Scientists today know that our brain's left and right side process different types of information. The left hemisphere processes information analytically, rationally, sequentially and logically. The right hemisphere processes information intuitively, based on perception and insights. The left side tends to break down information into units for analysis. The right side tends to put information together, synthesizing the larger picture. A simple chart might display left and right brain processes as follows:

Left Brain

Logical
Sequential
Rational
Analytical
Objective

Right Brain

Intuitive
Random
Holistic
Synthesizing
Subjective

So let's go back to the question of a right brain versus left brain economy. A left brain economy is a process driven economy. It is rules based. The pinnacle of the left brain economy features professionals such as lawyers, doctors, accountants, programmers, stock analysts and engineers. Left-brain workers have advanced degrees. MBAs are preeminent.

A right brain economy is focused on meaningful work that meets purpose and life objectives. Right-brain workers have arts and social sciences degrees.

Conceptual thinking is a prized right-brain strength. Steve Jobs when asked about the skills he looks for in an IT employee, stated, "social skills and a good drawing portfolio." So engineers that write short stories in their spare time, play the piano, paint or sculpt, are highly desirable employees for a right-brain economy.

Children's Technology Workshop provides the best of both left and right brain activities. icamp™ adventures stimulate the right brain while building robotic models, creating animations and video games are wonderfully blended left and right brain activities, a perfect whole-brained learning environment. As Daniel Pink recently wrote in his article, *Revenge of the Right Brain*, "narrow left-brain work such as basic computer coding, accounting, legal research and financial analysis is moving across the oceans." Anything that can be automated can be moved off shore where someone can do the same job at a fraction of the cost. But programmers who can conceptualize and design a total solution, or accountants who can become life estate planners, and business managers who can articulate new concepts and ideas to close deals, these right-brain thinkers will always be in demand. We often hear parents expressing their fears that their children may not find jobs when they graduate from school. If children are in their "right minds" they should be recession proof, adaptable, intuitive, inventive, creative and capable of dealing with the 21st century's constant, remarkable changes.