

RIGHT BRAIN Versus LEFT BRAIN

Are you creative, or analytical?

Our brains have two sides: left, and right. Those who use the left side tend toward the logical and analytical, while those who use the right side tend toward the creative, innovative, and imaginative.

Which side dominates in your case?

Try this:

Read aloud, as fast as you're able, **the color in which each word is printed, not the word itself.**

GREEN YELLOW BLUE ORANGE
WHITE RED GREEN BLUE ORANGE
YELLOW WHITE GREEN RED BLUE
WHITE GREEN ORANGE YELLOW
ORANGE BLUE GREEN RED WHITE
YELLOW RED BLUE YELLOW
ORANGE RED WHITE BROWN WHITE

After reading:

If you read only the words, it's likely that you're left-brain dominant. If you read the colors, you used your right brain.

Have you ever wondered why there are people who can draw well, yet can't add two and two? Or why someone who is able to grasp complex equations can't write a one-page essay? It's all a matter of which side of the brain dominates: the left, or the right.

The human brain is divided into two lobes, referred to by lay-people as the "left brain" and "right brain". Each part of the brain is responsible for various physical and cognitive actions and responses.

Over the years, many theories have developed claiming that each of the sides "thinks" differently, and how an individual processes the incoming information is related to which side of her brain dominates.

Those who rely on their right brain tend to be more intuitive and have more evolved imaginations, and are more creative, associative, and visual. They are more tuned in to their souls and their feelings. This side is less evolved in most of us.

Left-brain types tend to be more logical in their thinking, more structured and organized, they know how to define priorities and practices, and they engage in thinking, reading, writing, and logic. This side is more evolved in most of us.

The problem is that usually the “manager”, or the left side, suppresses the “creator”, or the right side. This mechanism perpetuates and limits how we look at art, our thoughts, and our dreams. Yet integrating the two sides enables us to see the world from a new point of view: a sort of cross-fertilization that leads to the birth of new viewpoints.

To conclude...

Right brain

Visual - pictures
Emotional
Intuitive
Creative
Associative

Left brain

Text - words
Logic
Management
Organization
Priorities

How is this theory manifested in the Points of You method?

On **The Coaching Game** cards are pictures that address the right side of the brain, and words that stimulate the left side of the brain. The encounter between the two types of thinking enables something new — a thought or an insight — to emerge.



“The integration of the picture with the word addresses both the left and right lobes of the brain. This simultaneous stimulus creates an extraordinary phenomenon: All at once our rational reaction and our intuitive reaction are activated, blending together to create an association.”

— **Waltraud Kirschke (1999)**

**Secrets of the Peeling / OH /
Associative / Archetype Cards**

For more information
on the **Points of You** method,
visit us at:
<http://www.thecoachinggame.com>

