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Summer 1 – 2021. CIDM 5310. Bab

In this assignment, McGilchrist goes into deep detail as to how the organ known as the brain is profoundly divided. The 'divided brain' has profoundly altered human behavior, culture and society. Three of the key takeaways I compiled from the RSA Animate video are as follows.

First, Reality changes with the nature of the attention we pay to it. And then, based on the amount of attention we pay to it, reality can then change. It's an ever-evolving process. This day in age, the amount of available data increases constantly. One's ability to sift through the piles of information to make connections and then lend insights is crucial not only for ourselves, but the operations of any enterprise. We each build a framework to help categorize how we make decisions but this does not mean we will always make decisions in the same way. Situations and emotions generate huge deviations.

Second, context is everything in understanding or telling a story. When things are placed in the spotlight or taken out of context, it changes the entire story. During McGilchrist's lecture, he discusses how the brain creates realities and we thus end up thinking that the way we each perceive reality is the way everyone should, as evidenced by our own conclusions. This would be where persuasion takes an important role. When you think about it, much of our communication involves trying to influence others. If you're trying to pitch a new idea, get support for an important cause or even get your kids to eat their vegetables, then persuasion is the name of the game. Persuasion can be described as the efforts we make to mold or change someone's attitude, beliefs or behaviors. Those efforts include developing a deeper understanding of the factors people align their perspective to as it's not the most rational case that wins – it's sometimes which one appeals most to one's emotions. The Harvard Business Review featured an article by Gary Williams regarding persuasion, and how all too often, "people make the mistake of focusing too much on the content of their argument and not enough on how they deliver that message." Due to either taking things out of context or presented ineffectively, decision making fails and turns the wrong way. Executives are constantly called upon to make decisions as part of their role responsibilities. Depending on their individual characteristics, their behavior can be somewhat predictable and thus be labeled as skeptics, controllers, followers, thinkers or charismatics.

And finally, third, we don't know what we don't know, therefore when we have no model or basis to apply to an event or circumstance. As McGilchrist states, we then default back to the machine. We only can comprehend something by comparing it to something else we think we know very well. We develop the sense of knowing something very well from our perspective experience. Experience leverages a sense of credibility and common ground. It enhances one's ability to pull resources of supporting information to reinforce a particular position or build a more compelling story for the unknown. People are not robots and therefore think using both rationale alongside their emotions. As one gains experience, they also undergo many opportunities to build trustworthiness, knowledge leading to expertise and also sincerity. I state this as opportunities because experience does not necessarily mean one will develop any of those things but they do have the potential to. Another article, this time coming from Stanford Graduate School of Business and written by Matthew Abrahams, notes that "We're constantly bombarded with competing bids for our attention, so as communicators, it's important to be familiar with the research behind what engages people to ensure our messages get heard." In terms of not knowing what we don't know, without effective tools for communicating, people will not be

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engaged and the attention paid to decision making will be poor. Establishing relevance is key as people tune in when an issue may have close proximity to things they use or deal with.

In conclusion, mentioned by McGilchrist, Einstein stated “the intuitive mind is a sacred gift and the rational mind is a faithful servant.” McGilchrist goes on to say that we have created a society that honors the servant but has forgotten the gift and I personally agree with this sentiment.

Works Cited

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