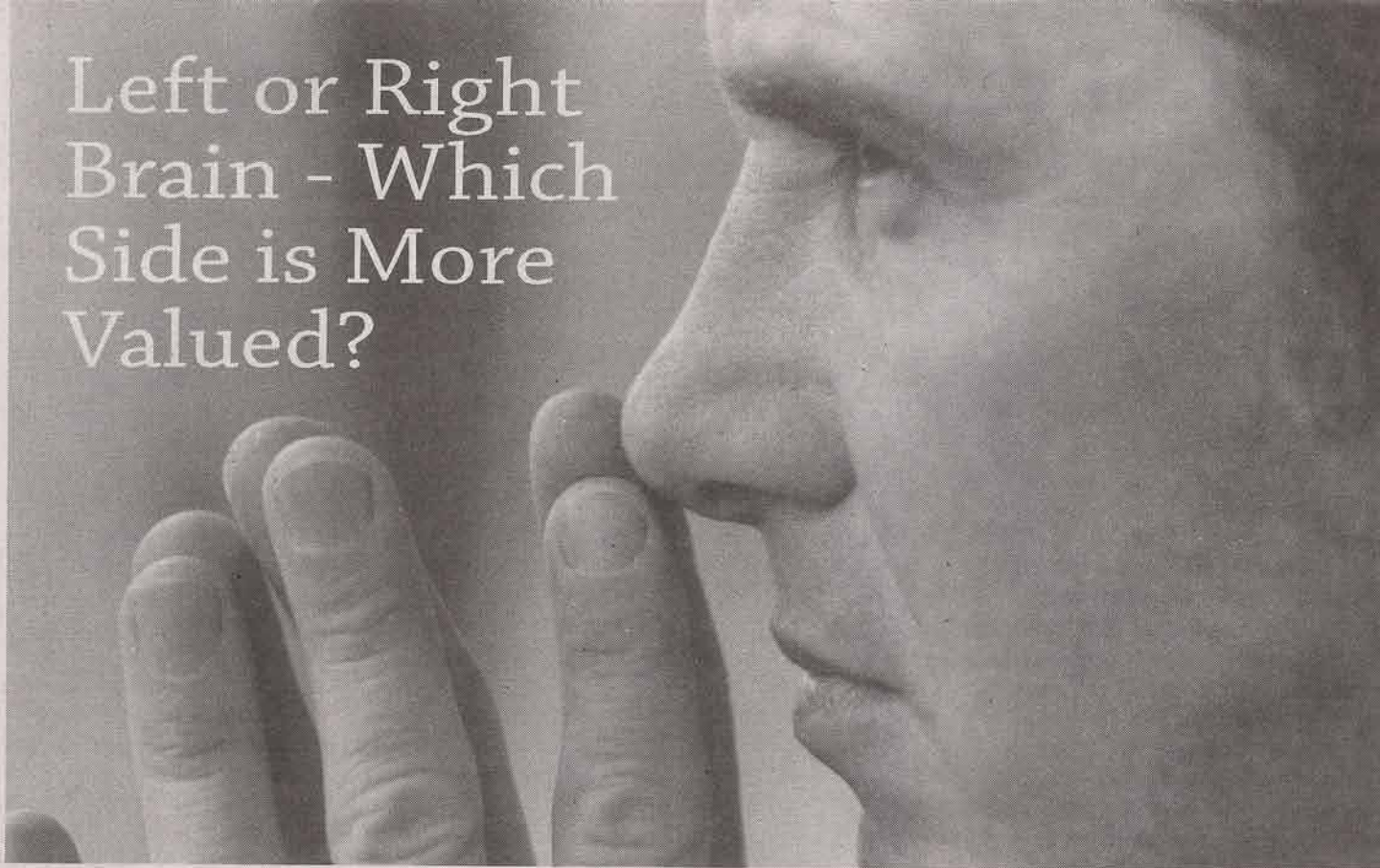


# Left or Right Brain - Which Side is More Valued?



“Everyone needs to know how to interface with the physical world.”

by Lamar Irwin

What a strange question! And a useful question to ask when one is faced with a desire for change and wants to excel in life. From the day children are born they are taught colors, letters, words and numbers. As they progress in the educational system they learn logic, deductive science and problem solving to help them succeed in life. Once they have a job, they may be trained in skills such as time management, goal setting and sales to help themselves and their company succeed. Everyone needs to know how to interface with the physical world.

People are born with a whole brain that has two hemispheres. The left hemisphere controls calculations, math and logical abilities. The right hemisphere manages visual imagery, music, creativity and spatial abilities. These sides communicate with each other through the corpus callosum. Okay, those are the basics but what is the point?

Much time, effort and money is spent training the left side of the brain for people to fit in and be productive while relegating the right side of the brain to “creativity”. This training has the effect of categorizing an entire half of the brain as unimportant in daily life. What needs to be learned in order to use the right side of the brain as effectively as the left side? Maybe there is more value to the creative side of the brain than has been acknowledged in traditional learning.

Once a person begins to train the right hemisphere of the brain to be used in the normal routine of life, they begin to ac-

cess information from that non-locality of time and space which is the creative realm. It is how a person comes up with a perfect solution to a nagging life situation; how the marketer receives a new idea for a promotion that is a hit, or how a company comes up with the idea for a new product. In this state of mind, Olympic athletes rehearse their sporting events before actually competing. The ability to excel in a chosen profession, become a leader and live one's passion lies in this additional training for the untrained fifty percent of the brain. These are abilities that people find they have always had once they develop their whole brain. It is the state of mind where someone can “see” aspects of their own life as they choose to create them. Commonly called visualization, it is effective use of imagination which Einstein said is more important than knowledge.

Here is a story for the creative appetite. It is about the author Richard Bach who wrote *Jonathan Livingston Seagull*. He was authoring the book directly from messages received from a seagull that approached him in a dream. During the writing process he lost contact with the bird and the book was lost. Then he heard about a class that trained people to develop the creative side of the brain. After taking the training he was able to reconnect with the seagull and so completed one of the best-selling books in history.

What endeavors might people attempt if they believed they had the mental and creative ability to succeed?

What more could life be if society opened up to using the whole brain?

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