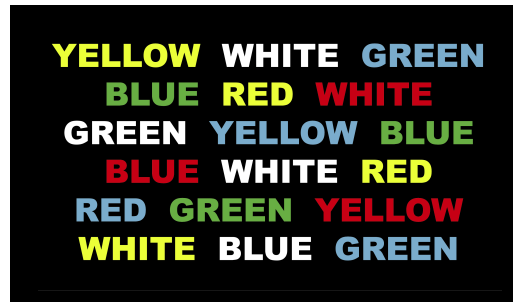


# ARE YOU LEFT-BRAINED OR RIGHT-BRAINED?



Read the words in the chart below, both from left to right and top to bottom. This is your analytical left brain reading the words. Time yourself and see your score below.



## YOUR SCORE:

6–8 seconds	<b>Awesome</b>	Your analytical left brain is smoking.
9–10 seconds	<b>Great job</b>	Your teachers would be proud of you.
11–12 seconds	<b>OK</b>	Don't worry . . . practice will speed you up.

Now time yourself reading just the *colors* of the words, again from left to right and top to bottom. This exercise is testing your creative right brain.

## YOUR SCORE:

6–9 seconds	<b>Yikes</b>	Your creative right brain is smoking.
10–12 seconds	<b>Awesome</b>	Are you an artist? Great job.
13–20 seconds	<b>Hmmm . . .</b>	I bet your left brain got in the way.
20+ with mistakes	<b>It'll be OK.</b>	Take a deep breath and try again.

A goal of *What a Great Idea! 2.0* is to keep both sides of your brain alive and engaged. For more exercises and further explanation see chapter 12, “The Brain Gym.”

Today, more than any other time in our history, we need to see our challenges from both creative and analytical perspectives to design right answers to solve them.