

A PERFECT THINKING MODEL = NATURE!

THE SCIENCE BEHIND WHOLE-BRAIN THINKING

Noted Scientist Karl Pribram was a student of Wilder Penfield, who claimed in the 1920s that memories were stored in specific locations within the brain. He came to this conclusion while performing brain surgery on epileptic patients. When areas within the temporal lobes were stimulated, Penfield noticed that his patients relived certain past experiences in a vivid manner, as if they were actually living the event for the first time. Penfield said that memories were therefore located on memory engrams within the brain.

Karl Lashley tried to verify Penfield's findings in the 1950s by training rats to run through a maze. Contradictory to Penfield's original experiments, Lashley found that the rats' ability to negotiate the maze remained intact even when portions of their brains were removed. In fact, the rats were able to run the maze regardless of how much brain matter had been excised.

Pribram was intrigued by Lashley's research and found that humans also did not suffer memory loss when patients (trauma patients with relatively severe injuries) lost a part of their brain tissue. Their memories were sometimes not as sharp, but they were nevertheless intact. This led Pribram to conclude that memory was not localized after all, but rather was spread throughout the brain.

This is remarkably like the nature of a hologram. Just as a picture of the whole is retained in any part of the hologram, no matter how small, memories appear to remain intact in smaller and smaller sections of the brain. The memories grow fuzzier, just as smaller holographic images grow less distinct, but they are still present after a reduction

of brain tissue. Pribram noticed the physiological similarity to holographic theories immediately upon reading about holograms in *Scientific American*. Holograms, for our purposes, basically represent the whole and its parts. From This we derive the notion of whole brain thinking.

HOW DO WE USE WHOLE-BRAIN THINKING TO DIFFUSE SELF-DOUBT

THE LAWS OF ELIZABETH SMITH

A number of years ago we conducted a seminar on decoding potential whereby individuals were asked to state the issues on which they wished to focus. At that time we were applying a very simple format to the program. We simply listed the thirteen intelligences in their respective groupings of Creative, Organizational, and Functional.

CREATIVE

Awareness

Belief

Expression

FUNCTIONAL

Physical

Emotional

Mental

Intuitive

ORGANIZATIONAL

Models / Laws

Mirror / Feedback

Parts / Details

Order / Process

Measure / Priority

Whole / Synthesis

We then put the stated issue up on a chalkboard and proceeded to relate the focus of the issue to each of the intelligences to see what we could glean from the exercise. At one point, an entrepreneur, Elizabeth Smith, raised a business issue. Liz's issue dealt with a pending partnership arrangement with somebody she had been doing business with to some degree for the previous six months. We addressed her concern, which involved doubts she had relative to forming the partnership. She could not be more specific, but there were some underlying issues that needed to be uncovered. We quickly went through the creative aspects of Awareness, Beliefs, and Expression, but with little discovery.

We then examined the Organizational Group, and the first issue of Laws really set off the bell. Apparently, Liz's potential partner did not want to formalize the relationship with anything more than an informal memorandum. While Liz liked this person, she really didn't know if he was ready for a partnership. Given the involved nature of the projects they would be working on, we quickly came to the conclusion that there needed to be some sort of formalized legal agreement put into place. Elizabeth assured us that this was going to occur.

Over a year later, I met her at another conference and she explained to me that she and her partner had finally signed an agreement, although a major problem had arisen shortly thereafter. Because she had insisted on a strong agreement, things worked out in her favor despite some legal entanglements. She reiterated that if she had not pursued the course we uncovered at the NATI clinic, she might have ended up in considerable trouble.

This was a case in which someone simply needed to use her inner “lens” to focus on the intelligence of Laws. This alone was sufficient to prevent serious legal problems with her partner farther down the line. Paradoxically, she achieved her goal by *avoiding* the potential for trouble. Focus on Laws gave her the insight and courage to rid her inner matrix of self-deception regarding this man.

Let me emphasize that this was done with a very simple format using a simple chart of the thirteen intelligences.

HOW DO WE STOP FIXATING ON AN ISOLATED ISSUE BY VIEWING IT IN A LARGER CONTEXT

The following are nine steps for achieving potential and setting our inner matrices in supreme order. Follow this format and you will expand your horizons.

- Be objective, flexible, and open to anything.
- Follow a proven plan.
- Take things impersonally.
- Be selfless and unconditional.
- Use the principle of development of potential as a life mission and focus.
- Synthesize and integrate information and events into an overall model.
- Treat weaknesses as potential. They need to be developed.
- Use Mirror/Feedback as insight to what is wrong or weak about your personal matrix.
- Stay focused and centered on life priorities, virtues, etc. as they relate to your development.

HOW TO FOCUS ON TWELVE PERSPECTIVES OF A CHALLENGE—AND READILY FACE IT

Getting to the heart of issues through whole brain processing is what *The Science of Achievement* is all about. There are some fundamental differences between logical and whole brain thinking we should look at.

Logic says, “if this, then that.” It is sequential and ordered. It basically makes sense of things as it goes along. If you don’t know a fact, you quit, make an assumption, or postpone judgment. The proliferation of the latter by so many of us so much of the time demonstrates a weakness in this process. Further, if facts are not available and assumptions are utilized in their place, chaos and disaster can emerge. This is also a typical outcome in deductive thinking. One of the greatest restrictions in logical thinking is that it is based on known information. If it’s not in a book, or commonly known or accepted, logic probably will not get you to the answer. Leaps of faith are not accepted.

Contrast logic with whole brain thinking, specifically in “Natural” terms. First, let me say that in my experiences over the last twenty-five years, whole brain thinking is more natural and is closer to the way the brain actually works. A key difference between the two is that one utilizes given data and builds a sequential series (logic), while the other utilizes a structured system to examine data. This means that one can take any number of steps to find answers. In effect, results are based upon systems structure rather than qualified information. For example, if I were learning how to hit an overhand tennis shot step by step, I would look like a mechanical robot at first. But once I got into applying the information and really swung the racquet, I would be realizing a functioning system structure.

Does this mean that logic is necessary for whole brain thinking? Not really. The fact is that no one really has all the physiological, neurological, and cognitive facts necessary to arrive at a logical conclusion about the action of hitting a tennis or golf shot. In this case, we take what we get, then act.

Einstein is a good example of a whole brain thinker. His famous leap of intuition brought him to $E=mc^2$.

THE SCIENCE OF NATURAL THINKING AND INTELLIGENCE (NATI)

NATI accomplishes whole brain thinking by approaching a focus from twelve separate but connected parts. It then utilizes the one (or ones) that connects with the focus and continues on from there. For instance, if we focus on a problem and can't solve it logically, in NATI terms we would look at the problem from the following perspectives:

- Beliefs about it
- Its Character
- Rules concerning it
- Its Procedures
- Its Priority
- What is it Reflecting
- Its Details
- The Whole Picture involved
- Mental factors
- Physical factors
- Emotional factors
- Intuitive factors

This is a far cry from being stuck in a one-dimensional process, dependent-upon questionable and/or limited data. With whole brain thinking you can start at any point and proceed. That is not the case with logic.

It is interesting to note that whole brain thinking actually incorporates logical and

deductive thinking, while the converse is not at all true.

One of the beauties of NATI whole brain thinking is its capacity to deal with opposites. Literal and figurative, positive and negative, personal and impersonal are all appropriate within whole brain thought. This enables complementary and synergistic, as well as “big picture views” of matters.

THE HUMAN PURPOSE

The function of a lens is to focus. With NATI, we can focus on our problems, weaknesses, and oppositions for the purpose of development. In a matter of speaking, we can take what is only partial—fuzzy or incomplete, —and put it into a bigger picture, thus sharpening our focus to realize potential utilizing our strengths and weaknesses! Remember that our inner systems are always unbalanced because of institutional, rigid thinking. The Great Restrictors such as fear, ego, ignorance and self deception are responsible for throwing our pictures of the universe out of focus, but with NATI, we can realign our lens and then bring focus to bear on whatever we choose so long as it falls within the realm of developing our potential. Having done so, we can let a “wave of awareness, consciousness” pass through our intelligences so that it may interact in true holographic fashion (The Whole and its parts).

I have found that a genius is nothing more than someone who has learned how to use his or her intelligences and realize potential. We all have the capability to far exceed our own imaginings, since thought and imaging, like potential, are literally unbounded. It is a scientific fact that humans only use three-tenths of their brainpower. Just think how different our lives could be if we started using even a fraction of the other seven-tenths of it. NATI composes that remaining seven-tenths!

HOW AN ATHLETE USES WHOLE-BRAIN THINKING TO OVERCOME FEAR OF PUBLIC PERFORMING

PEAK PERFORMANCE UNDER PRESSURE

Clearly, one of the most valid accounts of peak performance under pressure came from golfer Ray Floyd. Floyd, an accomplished professional, was being interviewed when he was asked about performing under tremendous pressure. Floyd's response was classic in relationship to NATI's Patterns for Potential Program. In essence, what he stated was that pressure is a perception. How you view your undertaking has a direct effect on the amount and type of pressure produced. Further, Floyd adopted a very interesting mental posture. What he said was that he simply wanted to be in a position to be able to win on any given day. He didn't put pressure on himself to win every time. He considered himself no less of a golfer if he didn't win a tournament. His belief system was structured so that he felt that he would be in a *position* to win within a given number of times—nothing more.

Pressure, then, is a self-induced phenomenon that is directly connected to Beliefs, Awareness, and Spirit. The Belief aspect is directly related to Confidence, while Awareness relates to Motivation and Focus. Spirit patterns can reduce pressure by focusing on Mission, Task, and Purpose rather than on Ego or Fear.

The Human Character Formula is very relevant here as always. Belief (or Confidence) is paramount. The ultimate Expression is changed by virtue of Awareness of a *possible* outcome in the context of a larger purpose—to play a good game of golf. With Ego negated, the Current Operating Procedure changes so that OUR inner matrix is

healthier. While this process works, it is not easy to accomplish. However, with persistence it will prevail.)

In systems terms, pressure represents a tremendous amount of energy, but the energy can be redistributed so that the brain receives new information regarding the definition of success. Physical performance on the golf course then changes, showing once again that the interchange between energy, information, and matter can bring a system into equilibrium. The elements of Fear, Ego, Ignorance, and Self-deception, however, will keep a system closed every single time.