

11.09.2023

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Sept. Edition

USE YOUR HEAD – DAMN IT!



How many times have you heard this phrase in your life – Use Your Head / कभी तो दिमाग का इस्तेमाल करो / कधी तरी डोकं वापरा, etc.

Your parents said this, in school your teachers said this, in college your friends said this, at work your boss said this, if you are the boss your client said this, you got married and your spouse said this, sooner or later you may also hear this from your children.

What do you think will be the reaction if your simple response was “Yes dear, I will use my head from now, Can you tell me HOW to use it? How do you USE it?”

You have never heard anybody saying “आज दिमाग का Rose Garden हो गया है, बहुत सुकून है.

But you have definitely heard people saying things like - दिमाग का दही हो गया है, डोक्याची मंडई झाली आहे, etc.

What makes us have so much negativity about our Brain?

The engineering of our body is not different from other animals. We differ in shape, size, structure, etc. but the basic elements remain the same. Like Humans all other animals have eyes, nose, skin, tongue. Animals enjoy all the 5 senses. They all have limbs. They have teeth to chew food, saliva to start the digestion, a stomach to fill and intestines to digest food. Like humans they have blood to move digested food through their body and they all have heart to pump this blood around. They all have lungs to breath in oxygen and breath out Carbon Dioxide. And then, they all have a brain to coordinate the body organs senses and limbs. Some are large, some are small, but the basic architecture remains the same.

Why is it then that human beings have progressed much more than all the other animals. Why are we the only ones to have derived much more value, leisure, success, automation, technology, etc. from our environment and ecosystem. What is in our body that differentiates us from all other animals. What makes us the only species that innovates at lightning speed, that does business and trade, that has the faculty of learning and teaching and that has the ability to CREATE. It is our brain. It is the human brain that gives us the supreme advantage over all other species. While in most animals, the brains job is to manage the body and help survival, the human brain does much more. Over ages the human brain has built and commanded various intelligence's. We have moved beyond just survival and reproduction into the zone of creation and innovation. Our ability to think has moved way ahead of all other species.

Ironically even after advancing ahead to such an extent, and even when we know that the brain is full of awesome and amazing capabilities. Most of humanity is still unaware of how to use this brain. No education system is explicitly teaching how to use it. The best of school, colleges, universities, etc. still promote rote learning. Creativity of children is consistently killed in schools and at home. So many companies are still striving to get creativity from their staff. Best of businesses are failing due to lack of innovation. People are stressed.

If you had a posh sparkling Ferrari in your garage but you cannot drive it or sit in it, will that Ferrari give you happiness or stress? Obviously stress. Likewise, you know you have a great, powerful, fast, creative, amazing, super computer. The world's best device is parked in your skull. You must be happy about it. But, because you don't know how to use it, it gives you a lot of stress.

Memory and Thinking

Let's list down the various functions that our brain serves us with. I have listed some relevant items and I am sure you can add more.

- Analysis
- Decision Making
- Conclusion
- Interference
- Thinking
- Visualizing
- Planning
- Memory
- Storage
- Recall
- Guess
- Predictions
- Creativity
- Dreaming
- Motivation
- Calculation
- Emotion
- Reasoning
- Learning
- Imagination
- Day Dreaming

Now go through this list and see if there are items in the list from which all other items derive.

Evaluate each item individually to see what other items they derive from. Are there items that do not derive from anything? Are there items that help many other items in the list derive from? Take your time before you move further ahead. You can observe that every item in the list primarily derives from 2 basic items viz: -Memory and Thinking. Memory and Thinking are the core to every single thing you do. Every action you do, every decision you take, every communication you do, ultimately relies on your memory and thinking. Let's validate this with a few examples.

Analysis: The process of analysis involves thinking about data. The data is either already in your memory or on paper/other media. You then pull this data in your short-term memory and think on that data based on various parameters for your analysis. Thus, analysis derives from memory and thinking.

Decision Making: Decision making is an outcome of analysis. Given a situation with some probable actionable options, you analyze each option to find the most optimal option and then take a decision. So, decision making derives from analysis which itself derives from memory and thinking.

Emotions: Another very important function of your brain is emotions. How we emote directly decides your level of happiness. If you put 100 people in the same situation, will they all have the same emotions? Imagine these people walking in a shopping mall on a busy Sunday. As they walk, they spot a lion walking free. Will everybody react the same way? Children who watch Geography channels may run with fear but those who watch cartoons may approach the lion thinking it is 'Simba'. Some elders with fearful thinking may run/hide to save themselves, some brave thinkers will try to help others, while some may just ignore assuming it is a prank. It all depends on the memories they have about a lion and how they think. Your emotions are a derivation of your thinking and memory.

Ironically, after advancing so much in evolution, nobody is explicitly teaching people how to think and how to use memory. Now let's look at how we can develop these most fundamental functions of Memory and Thinking.

All education systems in the world test 1 thing in common. MEMORY. Only a student with good memory is passed as a good student. Unfortunately, they don't teach how to use this memory.

All corporations in the world expect 1 thing in common from their employees. Generate new ideas (aka Think differently or Think out of the box). Yet, nobody teaches how to generate ideas.

Let's see how we can build these 2 functions

Memory and Thinking are primarily based on 2 fundamental activities, Imagination and Association.

Memory:

- If I ask you to recall a song, you may not be able to do that. But when you start singing it, one line leads to another, and you recall better. That's exactly how Human memory works. One thing leads to another.
- Anything that is standalone will be forgotten. Linking things (Association) makes it easier for you to remember and recall.
- How do we introduce 2 people. Do we just say He is Ram and He is Sham, or do we give associations, links. We tell about whether we are siblings, friends, partners, etc. That creates a connection for people to remember. When you make these connections outstanding and abnormal, you remember them even better.
- To remember somebody's birthday, you can make a weird association in your mind. Ex: If somebody's birthday is on 7 May, you can imagine this person celebrating his/her birthday on top of a MANGO tree (Mangoes are more in May) and the Sapta rishis (7) are on top of the tree to bless him/her on their birthday. A weird imagination like this is much easier to remember than just remembering "7 May."
- When you want to remember formulas, making a weird story around it makes it easier to remember.
- Look back at your life, do you remember the normal days or the abnormal days. Anything that is normal is forgotten and the abnormal is remembered.
- So to remember anything that is otherwise normal, You need to make it abnormal in your Imagination.

For complete learning resources on Memory, visit <https://youtu.be/MDGY50qx2CY>

Thinking:

- Have you ever seen anything being created out of nothing – Never.
- Every Innovation is but a new combination of existing things.
- The British got bread; we had Wada – We made Wada Pav
- This Wada went to south; they had Sambar – Now we have Wada Sambar
- There was an AC in your home and a car outside. Somebody fitted the AC in your car, now you have a AC car.
- The camera got combined with the phone, you have a camera phone.
- This is an endless list.
- Creating random Associations in your Imagination, is the key to create new ideas

For complete learning resources on Creative Thinking, visit
<https://youtu.be/PActwC6Gscs>



About Pavan Bhattad – Your Learning Partner

- Learning Catalyst, Clarity Coach, Creativity and Innovation Expert.
 - Ex-Referee - World Memory Championships.
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