

Career Crossroads: A scientific approach through Right brain and Left brain thinking

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ABSTRACT

Planning a professional career is a complex and confusing process. Many are confused & unclear about where to go, what to select & what not to select and this pushes us into an ocean of frustration, where we tend to become a 'Football of others opinion'. In such a situation we keep referring to the third party to guide us about our Professional Career where the consultant doesn't know much about an individual's strength or weakness, area of interest, abilities & capabilities. To choose our career we need to decide, design & freeze our goal through 'PIN Code'. PIN is Personal Identification Nomenclature Code. PIN code is a reflection of Right brain thinking and left brain thinking. Right Brain thinkers build their career into creative fields, whereas an individual who is extraordinary in calculations, numbers, objectives, rational & logical, detail oriented are basically 'Left Brain' thinkers. It is recommended that one should follow his/her PIN Code by referring to right brain thinking and left brain thinking to build their Professional Career.

Keywords:

Right brain, Left brain, Personal Identification Nomenclature Code, Career.

Confusion in the process of career selection

Human life is classified mainly into 3 phases:

- (a) Academic Career – between the age of 5 to 25 years
- (b) Professional Career – between the age of 25 to 60 years
- (c) Spiritual Career – 50 years onwards till our last breath

The toughest phase & longest tenure is the 'Professional Career'. The Academic Career lasts for almost 2 decades but Professional Career spans to almost 4 decades with several bumpy rides. During our Professional Career,

We need to practice 'setbacks to comebacks' when we get undesired results. During the Professional Career, setbacks push us to enter into the Spiritual Career called 'Bhakti'.

During the Academic Career when one thinks of planning his/her Professional

Career s/he is absolutely confused to choose & pick the 'right field' (Fig.1). Many are confused & unclear about where to go, what to select & what not to select and this pushes us into an ocean of frustration, where we tend to become a 'Football of others opinion'. In such a situation we keep referring to the third party to guide us about our Professional Career where the consultant doesn't know much about an individual's strength or weakness, area of interest, abilities & capabilities. Before finalizing a Professional Career, one should check his/her 'Personality'. I define 'Personality' as a 'Personal ability' & 'Personal reality'. Personality is a clear-cut reflection of a man's personal reality & ability. Personality is inbuilt & can be acquired also. Every individual is unique due to his/her unique DNA configuration.

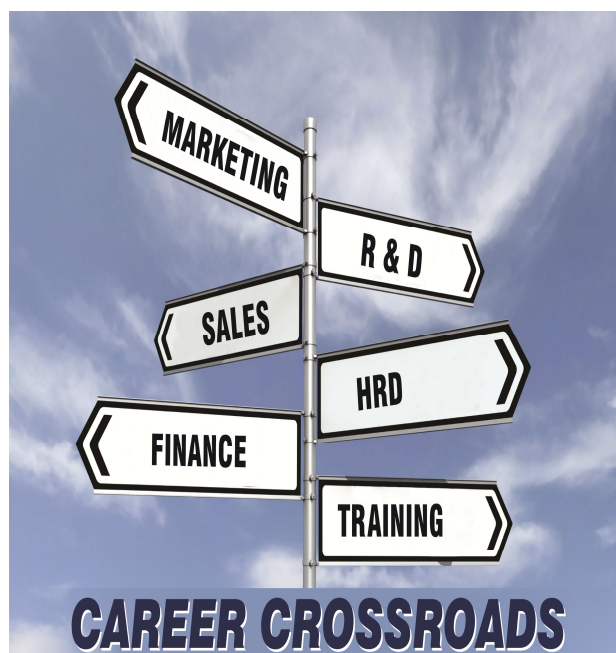
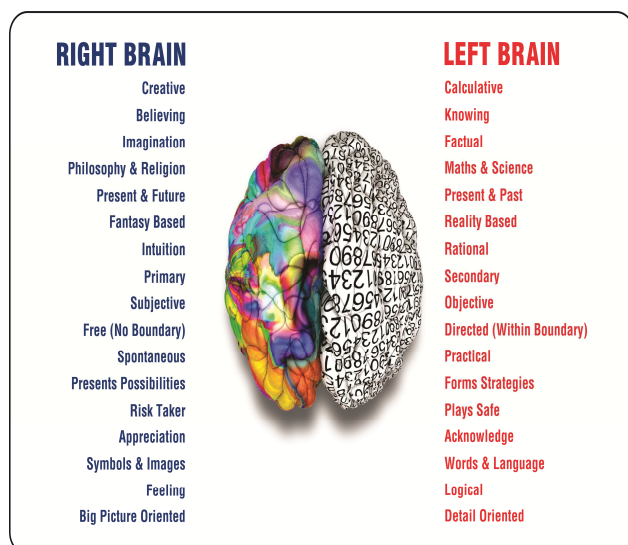


Figure 1: Confusion at career crossroad

Definition of Personality and Personal Identification Nomenclature Code

How any individual can identify & set their Professional Career goal is a very scientific method, which I call as 'PIN Code'. PIN is Personal Identification Nomenclature Code. Let's see how we can derive our PIN Code. It requires only a piece of paper, a pen, a quiet place to sit, think & write by recalling our old memories for the past 15 years and

little bit of efforts. Somebody rightly said 'there is only one difference between dream & goal'. Dream requires effortless sleep & goal requires sleepless efforts. Sleep for your dream & wake up for your goal'. Hence we need to decide, design & freeze our goal through 'PIN Code'. The PIN Code will help us to identify our area of interest & strength.



Characteristics of Left Brain & Right Brain thinker

As a human being we have been blessed with a thinking organ called 'The Brain'. A brain has 2 lobes (i) Left brain (LB) & (ii) Right brain (RB). Basically Left Brain does all 'calculative jobs' & Right Brain does all 'creative jobs'. Hence we need to check whether one is a Left Brain thinker or Right Brain thinker. The following diagram describes characteristics of a Left Brain & Right Brain thinker (Fig.2)

Figure 2: Characteristics of Right brain thinking and left brain thinking (Adapted from John RD 1996, Ned Hermann 1982)

Orientation of career in Right Brain thinkers and Left Brain thinkers

If Right Brain thinkers build their career into creative fields like Research & Development, Novel Drug Delivery System (NDDS) Projects, Market research, Marketing, Sales, Projects, Business Development (BD), New Drug Development (NDD), Clinical Research, Human Resource Development (HRD), Training, Learning & Development (L&D), Corporate Media, Production Research Unit (PRU), Exports or International Marketing, Strategy Development & Procurements, then one can excel in his/her career to achieve greater value addition.

Whereas an individual who is extraordinary in calculations, numbers, objectives, rational & logical, detail oriented are basically 'Left Brain' thinkers & they can try their hands in QC / QA, Regulatory Affairs, Production Supply Chain, Pharmacovigilance, Finance, Customer Relationship Management, Audit & Legal Department.

Conclusion

It is strongly recommended that one should follow his/her PIN Code to build their Professional Career. We must do what inspires us, what motivates us, what excites us the way Sachin built his career in cricket, Steve Jobs in technology,

Henry Ford in Automobile, Walt Disney in animation, M. F. Hussain in arts, A. R. Rehman in music & our great legend Amitabh Bachchan in acting. Just imagine what would have been their fate if they overlooked their PIN Codes. The legendary iconic personality Steve Jobs said 'Do what you love & love what you do'. One needs to check his/her PIN code and design professional goals accordingly. You could be the future Sachin, Jobs, Ford, Disney, Hussain, Rehman or Bachchan.

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