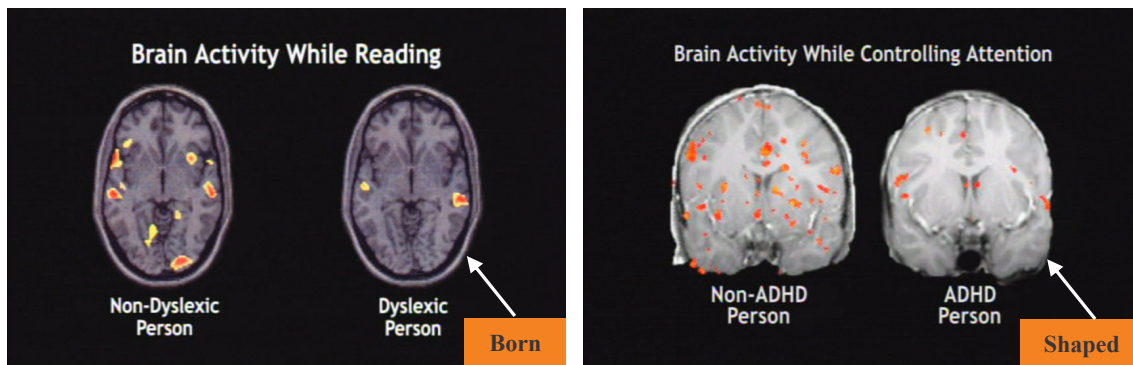


## BRAINS WAVES OF THE FUTURE

Presented by The Krysalis Group

Workforce demographics and dynamics are changing and the corporate world is trying to keep up. The challenges of today however, differ from those of the past because the needs of the emerging workforce are far more intangible than they had been previously.

In *Brain Waves of the Future*, Donna Flagg will discuss the link between two unlikely, but convergent groups – those with dyslexia (or more broadly, learning disabilities) and Gen X/Y. Together they represent 40% of the workforce and share common attributes in their needs and preferences to learn, communicate, process and share information. At first blush, this convergence may seem far-fetched, but upon closer scrutiny, it is not a leap at all. Progress being what it is, we now find that the thinking processes of people with learning disabilities mirror the way the information age has taught younger generations. In other words, people with learning disabilities are *born* to learn and think one way, which coincidentally is similar to how technology has shaped the brains of our future. We not only have almost half of our workplace needing to move away from traditional methods of teaching, learning and communicating, but we are also faced with an environment that is not positioned to accommodate the shift.



Hardwired

Learned

**Outcome:** Same syndrome, similar weaknesses, different causes

### Where Two Disparate Groups Meet

The Information Age	Has Changed
Text Messaging	Communication
Instant Messaging	Language
Keyboards	Writing
Keyword Online Searches	Researching
Spell Check	Spelling
Blogs	Reading Content
Video and Sound	Learning
Internet	Information
Web Pages	Presentation
Social Networking	Personal Interaction



To...	From...
Phonetics	Grammar
Fragments	Structured sentences
A kinetic process	Paper and pencil
Direct delivery of results	Wading through text
Colorized callouts	Searching dictionary pages
Bite-sized and digestible	Dense volume
Integrated experience	Visual dependence
Centralized	Decentralized
Dynamic and colorful	Static black and white text
Relational	Linear

Abandoning our past is not the point, but incorporating the present into our future is.



Below is an interesting excerpt from The Week Magazine noticing the trend.

## THE WEEK

When I'm in a masochistic mood, I survey the 8:03 into the city to see how many of my fellow drones are passing the time by reading. Only about half the people have their noses in newspapers, magazines, and (rarely) books. The rest are either dozing or entertaining themselves with iPods, laptops loaded with TV shows and movies, and hand-held devices that their owners peck at frantically, like pigeons in a Skinner box. I find this not a little depressing, and not just because my only marketable skill is to string words together in some reasonably useful order. In five years, or 10, will anyone besides us ancients from the pre-Internet era read for pleasure? The trends are not encouraging. A new report by the National Endowment for the Arts found that 15- to- 24-year-olds spend an average of just seven minutes a day on voluntary reading. Two-thirds of all college freshmen said they almost never read a book or article outside their schoolwork.

So what? you might fairly ask. Young people are reading plenty on the Web, and texting, and expressing themselves on MySpace and Facebook and 10 million blogs. But on the Web, as *National Journal* media critic William Powers has pointed out, you don't really read. You "forage," jumping from link to link, entry to entry, message to message. It's a world of fragmented attention and immediate gratification. Reading a book, or a well-constructed article, on the other hand, seduces you into putting everything aside; you have to focus. That practice develops concentration, and the capacity to follow – and express – complex thoughts and ideas. Not surprisingly, national tests have found that the ability to write and read complex materials is withering, even among graduate students. Read a whole book? R U serious? LOL.

**William Falk**

THE WEEK December 7, 2007