

## INDEX

---

### A

- Abandonment fear, 307, 308
- Abaya* (Islamic female veil), 255–256
- Absence of anxious intention, 288–289
- Absent-mindedness exercise, 288–289
- Abstract conceptualization, 248
- Abstract ideas, 248–249. *See also* Helicopter thinking
- Abstract intelligence: in context of other intelligences, 27; definition of, 31; disparity between social and, 31–32. *See also* IQ (intelligence quotient)
- Abstract thinking, 274–277
- Abundance, 153–155, 317
- Abused-woman syndrome, 318–319
- Accidental intelligence, 3–7
- Accurate deduction, 279–280
- Acetylcholine, 52
- Actionaries, 250–254
- Active meditation, described, 158
- Adams, J., 17
- Addison, J., 129
- Adrenal glands, 53
- Adrenalin, 53
- “The Adventure of the Greek Interpreter” (Doyle), 278–280
- Aesthetic intelligence, definition of, 31
- Affinity diagramming, 198–199
- Affirmations, 158–159
- Affirmative thinking: applied to success programming, 337; attitude of abundance role in, 153–155; attitude of gratitude role in, 151–153; “crap detecting” role in, 139–142; described, 83; using “media fast” to cleanse your mind, 143–146; mental decontamination through, 130–131; practical altruism role in, 155–158; re-engineering your attitudes for, 146–151; replacing negative self-characterization with, 129–130; sensorship to facilitate, 131–139
- Aggressive attitudes, 148–149
- Aggressive language, 178
- Algorithmic thinking, 327
- All-ness, 179
- Allen, W., 173, 302
- Alpha programming, 340–343
- Alpha state (the zone), 288–289
- Alpha waves, 63, 64–65
- Altruism, 155–158, 317
- Ambidextrous people, 49
- Ambiguity tolerance, 93
- American Academy of Pediatrics, 13
- “American Idol” (TV show), 10
- American restoration agenda: described, 20–21; example of ventures working toward, 21–22; mavenhood leading the, 22–23; PI (practical intelligence) promoted for, 21–24. *See also* Culture of amusement
- American society: culture of amusement in, 9–17; growing economic gap in, 19; “restoration agenda” for, 20–24; Roper/Geographic poll revelations about, 18–19. *See also* United States

*Amusing Ourselves to Death: Public*

*Discourse in the Age of Show Business*  
(Postman), 10

Amygdala, 54, 311, 312

Anagram puzzles, 216–218

*Anna Karenina* (Roosevelt), 17

Anxiety: existential, 306; immobiliza-  
tion and, 307

“Apple” computer, 102

*Applied Imagination* (Osborn), 242

Archaic thinking, 94

Arguments: examining your experi-  
ence with, 116; informal debates  
or, 115–116; learning to avoid,  
117–120; three strategies for,  
116–117

Aristotelian thinking, 163

Aristotle, 163

ASPEAK, 31

AT&T, 103

Atari, 102

Attention cycle, 61

Attention deficit disorder, 52

Attitudes: abundance, 153–155, 317;  
aggressive, 148–149; definition of,  
147; gratitude, 151–153, 317;  
practical altruism of life-affirming,  
155–158, 317; re-engineering  
your, 146–151; vengeance and  
revenge, 148–150; as whole-body  
information pattern, 146. *See also*  
Mindset

Attribution, 179

“Auguries of Innocence” (Blake), 117

Australian camel export, 254–255

Autonomic (involuntary) functions, 51

Autonomic nervous system, 316*fig*

Autonomy loss, 307

Axon terminals, 49

## B

Bacon, F., 168

Ball, F., 209–210

Barinpan, 53

Basal region (reptilian brain), 51–53

Bashó, 284–285

BBD&O (Batten, Barton, Durstin, and  
Osborn), 242

“Beginner’s mind,” 101

Behavior: influence of language on,  
164; neurotic, 302–305; noble  
and ignoble, 297–298; nourishing,  
136; rationalization of, 166–167,  
296–302; toxic, 136–139. *See also*  
Change; Motivation

Benson, H., 66, 67

Benzene molecule structure, 206–207

Berger, H., 62–63

Berra, Y., 169

Beta waves, 63

Bierce, A., 54, 115, 164, 218

Big picture, 257–261

Biocomputer: the brain as, 45–46;  
creative paradox of, 100; language  
interpretation of reality by,  
170–173; memory system of  
human, 194; the mind and  
modular concept of, 71–84; verbal  
malfunctions by human, 170

Birnbaum, N., 173

Bivergent thinking: applied to success  
programming, 337; D-C axis of,  
84–85, 226–227; definition of, 84,  
226; as essential to HSPS, 233;  
mindmapping method for,  
257–261. *See also* Convergent  
thinking; Divergent thinking

Blacklish, 169

Blake, W., 117

- Blanketing, 178
- Blue Earth (left-brained concrete), 275–277
- Blue Sky (left-brained abstract), 275–277
- Boat crossing puzzle, 268
- Body scan, 70
- Bogen, J. E., 56
- Bohm, D., 114
- Bond, J., 167
- Brain: amygdala of, 54, 311, 312; architecture of the, 46*fig*; basal region (reptilian brain) of, 51–53; as biocomputer, 45–46; cerebellum of the, 52, 73; cliché on percentage of used, 26; cortex of, 54–55, 73; hemispheres, lobes, and functions of, 47–50, 56–58, 75–76, 274–278; hypothalamus of the, 53, 54, 311, 315; mid-brain of, 53–54; research on effects of TV on, 13; understanding processes of the, 59–71. *See also* Thinking skills
- Brain lateralization, 56, 58
- Braincycles, 60–62
- Brainstates, 65–67
- Brainstem, 51
- Brainstorming: described, 241–242; generally accepted rules of, 242–243; “popcorn” effect of, 243; when to apply, 243–244
- Brainwaves, 49–50, 62–65
- Bricklayer injury story (Internet parable), 39–41
- Brilliant, A., 183
- Broca, P., 48
- Broca’s area, 48
- The Broken God* (Zindell), 103–104
- “Bubble” scan, 70
- Buddhist monk burnings (1960s), 293–294
- Burnham, T., 109
- Burns, G., 173
- C
- Canby, W. J., 108
- Capek, K., 177
- Card planning, 198–199
- Carlin, G., 55, 186
- Carlson, C., 102
- Carnegie, A., 336
- Carroll, L., 161
- Carson, J., 300
- Carter, J., 165
- Cartesian thinking, 163
- Cash, J., 134
- Celebrity mavenhood role, 23
- CEO (chief executive officer), 253
- Cerebellum, 52, 73
- Cerebral cortex, 47, 50, 54–55, 73
- Cerebral hemispheres, 47, 48–49, 56–58
- Cerebro-spinal fluid, 45
- Cerebrum, 50
- Challenger space shuttle (1989), 234
- Change: as essential process of existence, 120; of opinions, 120–123; “Popeye Point” phenomenon initiating, 318–322; Sweden driving change (1967) example of, 244–245; three phrases that keep mind open for, 123–126. *See also* Behavior
- Cheating rationalization, 298–299
- Cheers* (TV show), 185
- Children: becoming verbally fluent, 262; “container model” of learning by, 5; television viewing recommendations for, 24n.5

- Churchill, W., 262  
 Cialdini, R., 300  
 Circadian rhythms, 61  
 Claustrophobia, 307  
 Clean language, 178, 180–181  
 Clemenceau, G., 11  
 Clinical neurosis, 303  
 Clinton, H., 15  
 Closure signals, 231  
 Code of Intelligent Discourse, 181  
 Cognitive dissonance, 298, 299  
 Complexity tolerance, 93  
 Conceptual thinking: example of, 247–248; fluency in, 249–259, 262. *See also* Helicopter thinking  
 Connecting the dots, 254–257  
 Concrete thinking, 274–277  
 Conscious mind: described, 71–72; interplay between intuitive activity and, 284; mental processes of, 74–75  
 Consensus: groupthink creation of false, 234–239; Japanese decision-making using, 223–225  
 Consultant mavenhood role, 23  
 “Container model,” 5  
 Contempt, 151  
 Context: of abstract intelligence, 27; meaning of, 265. *See also* Meaning  
 Contra-lateral concept, 48–49  
 Convergent thinking: balancing divergent and, 244–245; described, 84–85, 226; pivot point in decision making, 227*fig*-228; skills of, 29. *See also* Bivergent thinking  
 COO (chief operating officer), 253  
 Corporation for Public Broadcasting, 91  
 Corpus callosum, 47  
 Cortex, 47, 50, 54–55  
 Country-western music, 134–135  
 Cranium, 45, 46*fig*  
 “Crap detecting,” 139–142  
 Creative Education Foundation (CEF), 207, 242  
 Creative paradox, 98–101  
 Creative Problem Solving Institute (CPSI), 207, 242  
 Creedence Clearwater Revival, 114  
 Cribiform plate, 54  
 “Crossover” effect, 47  
 Cruise, T., 172  
 “Cultural amnesia,” 14  
 Cultural conversation: Internet impact on, 15–16; television impact on, 9–15  
 Culture: differences in language, 171–172; language patterns signaling social class and, 168–169; process of ideas/ideologies spread through, 21–22; as products of our, 139; relationship thinking applied to differences in, 255–257  
 Culture of amusement: conversion to, 9–17; sins blamed on, 20–21. *See also* American restoration agenda  
 Curiosity, 93  
 Czikzentmihalyi, M., 287, 288
- ## D
- Daily trance, 68–71  
 Data worker, 8  
 Data zone, 329, 333  
 Dawes, W., 109  
 De Martino, R., 285  
 De-branching pattern, 85  
 DeBono, E., 216  
 Decision making: brainstorming and, 241–244; comparing Western and Japanese process of, 223–225;

- groupthink and, 234–240; group-think process of, 235–240; pivot point in divergent/convergent thinking, 227*fig*–234; research on psychology of, 234; visceral, 320.  
*See also* Problem solving
- Deduction: exercise in logical, 281; Sherlock Holmes use of accurate, 279–280
- Deductive learners, 273
- Deeds, E., 189–190
- “Deep thinkers,” 141
- Default choice, 2
- The Delco, 189–190
- Delta waves, 64
- Dendrites, 49
- Descartes, R., 163
- Development of Human Intelligence (Venezuela), 21
- The Devil’s Dictionary* (Bierce), 115, 218
- “The Devil’s Dictionary” (Bierce), 164
- Dewey Decimal System, 197–198
- Dewey, J., 39
- Dewey, M., 197–198
- Dichotomizing issues, 179
- The Dictionary of Misinformation* (Burnham), 109
- Directiveness, 178–179
- Dirty language, 178–179
- Displacement semantic maneuver, 166–167
- Dissociation, 69
- Divergent thinking: balancing convergent and, 244–245; D-C axis of convergent and, 84–85, 225–228; pivot point in decision making, 227*fig*–228; testing skills of, 29.  
*See also* Bivergent thinking
- Dogmatism, 179
- “Dollar bill auction” game, 301–302
- Dominators, 238*fig*
- Dopamine, 52
- Doyle, A. C., 278
- Drifters, 240
- Drinking glasses puzzle, 269
- Drucker, P. F., 8, 251
- Duplex thinkers: debate treat as sport by, 119–120; described, 104, 105–106
- Dynamic thinking, 94
- Dysfunctional attachment, 149–150
- E
- Ebonics, 169
- Edison, T. A., 45, 124, 252
- Educator mavenhood role, 22
- Edward VII (King of England), 142
- Ego defenses, 69, 303
- Ego-death fear, 308, 309–310
- “Eight Weeks to Optimum Health” plan, 144–145
- Einstein, A., 192, 213, 247, 267, 323
- Electroencephalograph, 63
- Emotional Intelligence: Why It May Be More Important than IQ* (Goleman), 32, 33
- Emotional intelligence: definition of, 31; Goleman’s model of, 33–34
- Emotions: aggressive, 148–149; fear of, 304–305; hot buttons (signal reactions) triggering, 310–315; information gathered through observing, 304; mind-body connections of health and, 152, 157, 315–317; negative, 150–151
- End zone, 329, 332–333, 334
- Endocrine system, 316*fig*
- Enforcers, 238*fig*
- Envy, 150

- Erickson, M. H., 157  
 Executive/manager mavenhood  
   role, 23  
 Existential anxiety, 306  
 Experience: with arguments, 116;  
   individual sensory, 168; puzzle  
   solving as mental, 282; tree of  
   knowledge on, 112–115  
 Exploding safe story, 323–324
- F**
- Facts listening channel, 176*fig*  
 Fairchild Semiconductor  
   Corporation, 102  
 Fear: definition of, 306; of emotions,  
   304–305; as information, 309;  
   psychology of risk and five types of,  
   305–310  
 Fear of abandonment, 307, 308  
 Fear of ego-death, 308, 309–310  
 Fear of extinction, 306  
 Fear of loss of autonomy, 307  
 Fear of mutilation, 306–307  
 Feelings listening channel, 176*fig*–177  
 Feldenkrais, M., 90  
 Festinger, L., 298, 299  
*Fiddler on the Roof* (musical),  
   175–176  
 “Field” scan, 71  
 Fight-or-flight reaction, 55, 311, 312  
 “Folsom Prison Blues” (song), 134  
 Ford, H., 252  
 Four-channel listening, 176*fig*–177  
 Fox, R., 256  
 Foxworthy, J., 95, 96  
*Frames of Mind: The Theory of*  
   *Multiple Intelligences*  
   (Gardner), 30  
 Franck, J., 206  
 Free-will model, 76  
 Frequency-diversity (or spread-  
   spectrum) technology, 209  
 Freudian slips, 170  
 Friedman, K., 111  
 Fromm, E., 285  
 Frontal lobe, 48  
 Fuller, R. B., 107, 250–251  
 Funny language, 185–186  
*A Funny Thing Happened on the Way to*  
   *the Forum* (musical comedy), 291  
 Future pacing, 340
- G**
- g Tum-mo meditation, 66, 67  
 Galbraith, J. K., 126  
 Gallwey, T., 73  
 Gamow, G., 170–171  
 Gandhi, M., 143  
 Gardner, J., 91, 93  
 Gardner’s multiple intelligence theory,  
   26, 30–32  
 Gazzaniga, M., 56, 75, 76  
 General Electric, 102  
 General Motors, 190  
 General semantics theory, 163–165  
 Gestation period, 62  
 Ghetto English, 169  
 Gilbert, G., 140–141  
 Ginsberg, A., 15  
 Gladwell, M., 21–22  
 Glial cell, 50  
 Goddard, R., 252  
 Goddard Space Flight Center, 252  
 Goering, H., 140, 141  
 Goethe, J. W. von, 1, 41, 249  
 Goleman, D., 32, 36  
 Good ideas. *See* Ideas  
 Granule cells, 52  
 Gratitude, 151–153, 317  
 Gray matter (cortex), 47

- Greed, 151
- Groupthink: cure for, 239–240; definition of, 235; nature of pathology of, 235–239; research on, 234–235; roles played in, 238*fig*
- Groves, L. R., 252
- Growth hormone, 53
- Guilt, 151
- Gyrus (gyri), 47
- H**
- Haiku* (Japanese poem), 284–285
- Halberstam, D., 293–294
- “Handedness,” 48–49
- Haney, W.V., 174
- Hare Krishna* solicitors, 300–301
- Harvard Gazette*, 66–67
- Hasso Plattner Institute of Design (Stanford University), 257
- “Healing state of mind,” 157
- Health: connection between mind and, 152–153, 315–317; hypnotherapy to facilitating link of mind and, 157; practical altruism role in good, 157–158
- Heinlein, R., 25
- Helicopter thinking: A-C (abstract-concrete) axis of, 85, 248–250; applied to success programming, 337; definition of, 250; description of, 247–248; as relational thinking, 254–257; teaming visionaries and actionaries in, 250–254. *See also* Abstract ideas; Conceptual thinking
- Hemingway, E., 139
- Hemispheres. *See* Left hemisphere; Right hemisphere
- Heraclitus, 121
- Hertz (Hz), 63
- Heuristic (or natural) problem solving, 326–328
- Heuristic thinking, 327
- Hewlett-Packard, 102, 103
- Hill, N., 336
- Hippocampus, 54, 194
- Hoffman, D., 59
- Holistically (intuitive) thinking, 269
- Holmes, M. (fictional character), 278–280, 282
- Holmes, O. W., 203–204
- Holmes, S. (fictional character), 278–280, 282
- Hormones, 53
- Hot buttons (signal reactions), 310–315
- Houseman, A. E., 62
- HSPS (high speed problem solving): bivergent thinking as essential to, 233; described, 330–331; key elements, rules, or policies of, 331–334; model of, 329*fig*
- Hugo, V., 189
- Human biocomputer. *See* Biocomputer
- Humility, 103
- Humorous language, 185–186
- “Hunches,” 282–284. *See also* Intuological thinking
- Hurricane Katrina, 18
- Huxley, A., 229
- Huxley, T., 106
- Hyperactivity disorder, 52
- Hypnogogic state, 65
- Hypnopompic state, 65
- Hypnosis, 68
- Hypnotherapy, 157
- Hypothalamus, 53, 54, 311, 315
- Hysterium (fictional character), 291–292

## I

“I Don’t Know” phrase, 124

“I Made a Mistake” phrase, 125

*I, Tina* (Turner), 318

IBM, 102, 103, 271

IBM software manuals, 271–273

Idea lovers, 204

Idea-having capacities, 191–192

Ideas: having good, 191–192; index  
card tool to remember, 196–200;  
language of, 261–265; using  
magical incubator for, 206–212;  
mindmapping connections  
between, 251–261; P.I.N. formula  
for protecting, 204–206; Short-  
Term Memory Delusion and loss  
of, 193, 197; valuing, 84, 337;  
visual thinking about, 200–202;  
yes-person/no-person responses  
to, 202–204. *See also* Thinking

IDEO (design firm), 257

Ideological suiciders, 293–296

*Idiot savants*, 58

Ignobale motive, 298

Ignoble behavior, 298

Immune system, 73–74, 316*fig*, 317

Immunoglobulin A (IGA), 43

Implicate order, 114

Incubating ideas: examples of, 206–210;  
simple method for application of,  
212; three steps in, 211

Incubation concept, 74

Index card, 196–200

Individual sensory experience, 168

Inductive learners, 373

Inference awareness test, 174–175

Inference-observation confusion,  
174–177

*Influence: The Psychology of Persuasion*  
(Cialdini), 300

Information: fallacy of “Third-Wave,”  
18; fear as, 309; gathering through  
observing emotions, 304; learning  
as not being the same as, 16;  
“mental browser” taking in, 133;  
Roper/Geographic poll on knowl-  
edge of, 17–18; thinking style for  
processing, 271–278. *See also*  
Learning

Infradian cycles, 61, 62

*The Inner Game of Tennis*  
(Gallwey), 73

The insane (muddled thinkers), 79*fig*

Intelligence: applying theories to  
everyday life, 32–33; multiple,  
25–37; terminal assumption  
regarding, 3–7. *See also* IQ (intelli-  
gence quotient); PI (practical intel-  
ligence)

Internet: bricklayer injury parable  
on the, 39–41; cultural impact of,  
15–16

“Interpreter” module, 76

Intulogical conversation, 284

Intulogical thinking: applied to success  
programming, 337; considering  
your and others’ thinking styles,  
271–278; definition of, 270;  
holistical or intuitive abilities  
used in, 269, 282–284; L-I (logical-  
intuitive) axis of, 85, 269–271;  
sequential thinking, 269, 278–282;  
Zen mind elements of, 284–289.  
*See also* “Hunches”

Ionosphere, 142

IQ (intelligence quotient): as incom-  
plete story, 27–29; introduction  
of testing, 3–4; thinking ability  
equated to, 4–5. *See also* Abstract  
intelligence; Intelligence

- IQ testing: destructive nature of, 3–4; implications of differing points of, 28; problems with pen-and-paper designed, 28–29
- IQ theory, 4
- Iraq: Roper/Geographic poll on knowledge on, 17–18; understanding cultural dynamics of, 255–257
- Irrational behavior: ideological suiciders as, 293–296; neurosis and, 302–305; rationalizing process of, 296–302
- ITUs (individual thinking units), 9
- “I’ve Changed My Mind” phrase, 125–126
- J**
- James, W., 335
- Janis, I., 234, 235
- Japan: comparing decision-making in the West and, 223–225; *kamikaze* (Japanese suicide pilots) of, 294–295; language culture of, 171; suicide rate in, 132
- Jealousy, 150
- Jefferson, T., 17
- Jewish-country-western ballads website, 135
- Jobs, S., 102
- Johnson, L. B., 91, 234
- Johnson, W., 165–166
- Jones, D., 204
- Judgment zone, 330, 333–334
- Julius Caesar* (Shakespeare), 261
- Jung, C., 154
- K**
- Kaczynski, T. (“Unabomber”), 3
- Kahn, A., 165
- Kamikaze* (Japanese suicide pilots), 294–295
- Karmic loop, 156
- Katrina (hurricane), 18
- Keen observation, 279–280
- Kekulé, F. A., 206–207
- Kelley, D., 257–259
- Kennedy, J. F., 234
- Kettering, C. F., 189–190, 204
- Kettering University, 190
- Kiesler, H., 208–209
- Kinesthetic intelligence, 31
- Kinship: Arab cultural dynamics of, 255–257; terminology related to, 171–172
- Knowledge workers, 8
- Kodak, 103
- Konigsberg, A., 173
- Korzyski, A., 162–167, 169–170, 172
- L**
- Ladder of abstraction, 249
- Lamarr, H., 208–209
- Language: displacement semantic maneuver of, 166–167; explaining the big picture with idea, 261–265; expression to remove from vocabulary, 181–183; general semantics theory on structure of, 163–165; how thoughts are packaged by, 167–173; influence on behavior by, 164; meaning of words and, 161–162; psychology of, 161–162; rhythmic patterns of, 62; self-conversation and internal dialogue, 183–184; semantic re-education for using, 166; semantic sanity strategies using clean/dirty, 178–181; snappy come-backs/funny, 185–186; word-magic belief of, 164–165. *See also* Sane language
- Language communities, 168–169
- Language of ideas, 261–265

- Language translation, 172, 173  
 Lao Tzu, 119  
*Lateral Thinking: Creativity Step-by-Step* (deBono), 216  
 Learning: “beginner’s mind” as open to, 101; “container model” of children’s, 5; information as not being, 16; problem solving as process of, 328; risk of, 92; social modeling basis for, 132. *See also* Information  
 Left hemisphere: information processing by, 56–58; introduction to, 47, 48–49; Mindex Thinking Styles Profile in context of, 274–278; testing dominance of, 75–76  
 Left-handedness, 48–49  
 Liberators, 240  
 Life story mindmovie, 338–340  
 Life Wheel, 343–345  
 “Light bulb” experience, 208  
 Limbic system, 53, 194  
 Lincoln, A., 156, 161  
 Lindner, R. M., 5  
 Lobes (brain), 48  
 Logical calisthenics, 281–282  
 Logical (sequential) thinking, 269, 279–280  
 Long-term memory, 193–194  
 Longfellow, H. W., 108–109  
 Loren, S., 125  
 Lowell, J. R., 251  
 Lucid dreaming, 44
- M**
- McCullough, D., 14, 16  
 MacDonald, N. J., 173  
 Machado, L., 21  
 McLuhan, M., 10–11  
 Maltz, M., 335–336, 340  
 Manhattan Project, 252  
 Mapother, T., 172  
 Marconi, G., 142  
 Markkula, M., 102  
 “Martha” gag, 310  
 Martin, D., 134  
 Marx, K., 9  
 Maslow, A., 139  
 Matsumoto Kiyoko, 132  
 “Mavenhood”: described, 22; types of individuals making up, 22–23  
 Meaning: general semantics theory on, 163–164; inferential thinking applied to, 174–177; subtext of, 175–177; of words and language, 161–162. *See also* Context  
 Media: “Only Ten Basic News Stories” list for, 144; taking a one-week “news fast” from, 144–146. *See also* Television media  
 Media leader mavenhood role, 23  
 Meditation: active, 158; biocognitive effects of, 66–67; silent, 158; trance-like state induced through, 68  
 Medulla oblongata, 51  
 Mega-skills. *See* Thinking mega-skills  
 Melbourne, Lord, 217  
 Memory: “bookmark” strategy for, 195–196; short-term and long-term, 193–194; Short-Term Memory Delusion, 193, 197; storage and recall of, 194–195  
 Mencken, H. L., 10, 141  
 Meninges, 45, 46*fig*  
 Menstrual cycle, 62  
 Mental capacity: four habits unlocking, 82–84; success programming using habits of, 337  
 Mental competence bell curve, 79*fig*–80

- Mental decontamination, 130–131
- Mental flexibility: applied to success programming, 337; described, 83, 89; finished product question and, 90–93; three keys to, 123–126
- Mental health professional mavenhood role, 23
- Mental maps, 166
- Mental models: bell curve of mental competence and, 79*fig*–80; of reality, 77–82; “star” illusion, 81*fig*
- Mental notes, 192–193
- Mental rednecks, 95–98
- Mental set, 202
- “Mentalpause,” 92
- “Messenger molecules,” 53
- Meta-thinkers (the sane), 79*fig*
- Metaboxical thinking, 216–221, 337
- Metaphorical reversal, 185
- “Micro-dreams,” 65–66
- Mid-brain, 53–54
- Middle East suicide bombers, 295
- “The Midnight Ride of Paul Revere” (Longfellow), 109
- Miller, J., 18
- Mind: as collection of mental functions, 74–77; conscious and unconscious, 71–72, 74–75; habits to unlock mental capacity of the, 82–84; mindmodels, 77–82
- Mind-body connection, 152, 157, 315–317
- Mindex Thinking Styles Profiles: model of, 276*fig*; overview of, 273–278
- Mindmapping, 257–261
- Mindmodules, 71–74
- Mindmovies: alpha programming to make, 340–343; applied to success programming, 338–340; definition of, 159
- Mindset, 148. *See also* Attitudes
- Mindzones: data zone, 329; definition of, 328; end zone, 329, 332–333, 334; judgment zone, 330, 333–334; neutral zone, 328, 332, 333; the ozone, 329, 333
- Mistakes, 125
- Monorail (or vertical) thinking, 216
- Monroe, M., 131, 173
- monster.com, 7
- Morrison, M., 173
- Mostel, Z., 291, 292
- Motivation: attribution of, 179; ignoble, 298; noble, 297, 298; “Popeye Point” for self-, 318–322; reciprocity, 300–301. *See also* Behavior
- Motor control region, 52
- Motor nerves, 49
- Muddled thinkers (the insane), 79*fig*
- Multimind: A New Way of Looking at Human Behavior* (Ornstein), 72
- Multiple intelligences: abstract intelligence, 27s, 31–32; aesthetic intelligence, 31; beyond IQ testing, 27–29; emotional intelligence, 31, 33–34; Gardner’s six types of, 26, 30–32; kinesthetic intelligence, 31; social intelligence, 31–32, 34–36. *See also* PI (practical intelligence)
- Multiplex thinkers, 104, 106
- Music, 135–136
- My Big Thing (MBT), 344*figd*, 345
- Myelin sheath, 49
- Myers, R., 56
- N**
- Names (psychological power of), 173
- Nasal cycle, 61–62
- NASA’s Goddard Space Flight Center, 252

- Nasruddin, Mullah, 107–108, 115  
 National Geographic Society, 17  
 “Neck checks,” 95, 96–98  
 Negative emotions, 150–151  
 Negative self-talk, 184  
 Neurolinguistic programming  
   (NLP), 340  
 Neurons, 49–50  
 Neurosis: definition of, 303; irrational  
   behavior related to, 302–305  
 Neurotransmitters, 52  
 Neutral zone, 328, 332, 333  
 Ngo Dinh Diem, 294  
 Nietzsche, F., 42  
 Nimoy, L., 120  
 Nine-dot problem: challenge of  
   solving the, 213–214; described,  
   213, 214*fig*  
 9/11 attacks, 305–306  
 No-person, 202–204  
 Noble behavior, 297, 298  
 Noble motive, 297, 298  
 Nourishing behavior, 136  
*Nuremberg Diary* (Gilbert), 140–141  
 Nuremberg trials, 140
- O**
- Observation: exercise in, 280–281;  
   Sherlock Holmes use of keen,  
   279–280  
 Occipital lobe, 48  
 Olfactory bulb, 54  
 Olfactory data, 54  
 Omniplex thinkers, 107  
 “One heart-beat pause,” 314–315  
*One, Two, Three...Infinity*  
   (Gamow), 170  
 “Only Ten Basic News Stories” list, 144  
 Opinions: blanketing, 178; curiosity  
   switch turned off by, 122; keeping  
   your mind open to changing,  
   123–126; new way to think about,  
   120–123  
 Opinions listening channel, 176*fig*, 177  
 Oppenheimer, J. R., 252  
 Optic chiasm, 47  
 Optic nerves, 47  
 Ornstein, R., 72  
 Osborn, A. F., 241–242, 243  
 Outcomes: importance of, 118, 120;  
   possible options for, 119; success  
   programming of, 335–345. *See also*  
   PI (practical intelligence)  
 The ozone, 329, 333
- P**
- Paradigm notion, 265  
 Parent mavenhood role, 22  
 Parietal lobe, 48  
 Parnes, S., 207–208, 242  
 Pasteur, L., 211  
 Patterns: attitudes as whole-body  
   information, 146; de-branching,  
   85; independence of, 215;  
   language, 168–169; story on limi-  
   tations of thinking, 219–221  
 Peale, N. V., 130, 131, 336  
 Pearsall, L., 92  
 Peek, K. (“Kimputer”), 58–59  
*People in Quandaries* (Johnson), 165  
 Perception exercise, 286–288  
 Peterson, Norm (TV character), 185  
 Pheromones, 100  
 PI (practical intelligence): building a  
   model for, 37; dimensions of, 86,  
   87*fig*; mavenhood role in  
   promoting, 22–23; mindmodules  
   (many “minds”) principle of, 71–77;  
   as one of Gardner’s multiple intelli-  
   gences, 30, 31; situational definition

- of, 41–42. *See also* Intelligence; Multiple intelligences; Outcomes
- P.I.N. formula, 204–206
- Pituitary gland, 53
- Pivot point: convergent/divergent thinking and, 227*fig*–228; definition of, 227; process consciousness managing the, 228–233
- Placaters, 238*fig*
- Plato, 163
- “Plexity” concept, 103–108
- Polarization, 179
- Political leaders, mavenhood role of, 23
- “Popeye Point” phenomenon, 318–322
- Positive thinking. *See* Affirmative thinking
- Postman, N., 10, 11–12, 13, 15, 139
- The Power of Positive Thinking* (Peale), 130
- Practical altruism, 155–158, 317
- Precognitive event, 3320
- Prescott, S., 109
- “Problem friends,” 137
- Problem solving: defining effective, 325; five key mindzones for effective, 328–330; forget the old five-step process for, 324–326; heuristic (or natural), 326–328; high speed problem solving (HSPS) process for, 233, 330–334; as learning process, 328; metaboxical thinking used in, 216–221; pattern independence used for, 215. *See also* Decision making
- Problems: anagram puzzles, 216–218; boat crossing, 268; definition of, 324; drinking glasses, 269; nine-dot, 213–214*fig*; “word ladder” puzzle, 281–282
- Process consciousness, 228–233
- Proprioception, 57
- Psuedolus (fictional character), 291, 292
- Psycho-Cybernetics* (Maltz), 335
- Psycho-cybernetics strategies, 336
- Psychobiology, 315–317
- Psychology of risk, 305–310
- Psychoneuroimmunology, 43, 157
- Public speaking fear, 310
- Pupillary reflex, 51
- Puzzles. *See* Problems
- R**
- Radial thinking, 259
- Radio waves, 142
- Rain Man* (film), 59
- RAS (reticular activating system), 51–52
- Rational-emotive behavior therapy (REBT), 305
- Rationalization: displacement verbal pattern as, 166–167; process of, 296–302
- Readership/reading: declining rates of, 12–13; television media impact on, 14
- Reality: constant evolution of, 120–121; implicate order shaping, 114; mangled models and distorted versions of, 78–81; mental models of, 77–82; verbal maps representing, 169–170. *See also* Truth
- REBT (rational-emotive behavior therapy), 305
- Reciprocity motivation, 300–301
- Recitations, definition of, 158–159
- Recognition vocabulary, 263
- Red Earth (right-brained concrete), 275–277
- Red Sky (red-brained abstract), 275–277

- Reflex thinkers (the unsane), 80  
 Relational thinking, 254–257  
 Religious beliefs, 110–111  
 “Renaissance human” model, 31  
 Repressed memory syndrome, 69  
 Resistance to enculturation, 139–142  
 Reticular activating system (RAS),  
   51–52  
 Revenge, 148–150  
 Revere, P., 109  
 Rhetoric, 162  
 Right hemisphere: information  
   processing by, 56–58; introduction  
   to, 47, 48–49; Mindex Thinking  
   Styles Profile in context of,  
   274–278; testing dominance of,  
   75–76  
 Right-handedness, 48–49  
 Risk psychology, 305–310  
 Risk-taking: learning as, 92;  
   psychology of, 305–310; tolerance  
   for ambiguity related to, 93  
 Roach, H., 219  
 Rogers, C., 89  
*Romeo and Juliet* (Shakespeare), 172  
 Roosevelt, F. D., 262  
 Roosevelt, T., 17, 142, 251–252  
 Roper Public Affairs, 17  
 Roper/Geographic poll, 17–18  
 Roshi, S., 101  
 Ross, E. G. (“Betsy”), 108  
 Ross, J., 108  
 Rossi, E. L., 315  
 Routine vocabulary, 263  
 Russell, B., 19
- S**
- Saboteurs, 240  
 Sane language: applied to success  
   programming, 337; described,  
   83–84. *See also* Language  
   The sane (meta-thinkers), 79*fig*  
   *Savants*, 58  
   Schweitzer, A., 156  
   *Science and Sanity* (Korzybski), 162  
   Science-popular perception gap, 25–27  
   *Scientific American* (magazine), 252  
   Secret Communications System  
     patent, 209  
   Segar, E. C., 319  
   Selective attention, 131  
   Selective thinking, 131  
   *Self-Renewal: The Individual and the  
     Innovative Society* (Gardner), 91–92  
   Self-talk, 183–184  
   Selye, H., 151–153, 253  
   Semantic filtering theory, 181–182  
   Semantic re-education, 166  
   Semantic sanity. *See* Sane language  
   Sensory nerves, 49  
   September 11th attacks, 305–306  
   Sequential (logically) thinking,  
     269, 279–280  
   Serotonin, 52  
   Seven Semantic Sins, 178–179  
   Shakespeare, W., 261  
   “*Sheep thinkers*,” 141–142  
   Sherrington, Sir C., 50  
   “*Shiggie*” (Shigeru), 224  
   Shona people (Zimbabwe), 171  
   Short-term memory, 193–194  
   Short-Term Memory Delusion,  
     193, 197  
   Signal reactions (hot buttons): descrip-  
     tion of, 310–313; exercise to  
     understand your “grabbers,”  
     313–314; “one heart-beat pause”  
     to diminish, 314–315  
   Silent meditation, 158  
   Silent skeptics, 238*fig*, 239  
   “*Silent treatment*,” 307  
   Simonton, C., 153, 157

- Simonton, S., 153, 157  
 Simplex thinkers: debate treated as sport by, 119–120; described, 104, 105; flawed notion of truth by, 110  
 Sleep: lucid dreaming during, 44; RAS (reticular activating system) controlling, 51–52  
 Sloan, A., 190  
 Sloan-Kettering Institute for Cancer Research, 190  
 “Smart-people gap,” 7–9  
 Smith, E. W., 279  
 Snappy come-back, 185–186  
 Social class signals, 168–169  
*Social Intelligence: The New Science of Human Relationships* (Goleman), 36  
*Social Intelligence: The New Science of Success* (Albrecht): objectives of, 35; “Only Ten Basic News Stories” described in, 144; as popularizing the topic of intelligence, 32; story on importance of outcomes, 118; toxic and nourishing behavior defined in, 136  
 Social intelligence: definition of, 31; disparity between abstract and, 31–32; S.P.A.C.E. model of, 35–36  
*Social Intelligence Profile* questionnaire, 36  
 Social modeling, 132  
 Socrates, 163  
 Software manuals, 271–273  
 S.P.A.C.E. model, 35–36  
 Speech patterns, 62  
 Sperry, R., 56  
 Spinal reflexes, 51  
 “Splash Mountain” amusement park ride, 309  
*Sports Illustrated* (magazine), 12–13  
 Spread-spectrum technology, 209  
 “Star” illusion, 81*fig*  
*Star Trek* (TV show), 120  
 “State of the Union” (Presidential report), 142  
*States of Consciousness* (Tart), 65  
 States of resourcefulness (SOR), 317  
*Stress and the Manager* (Albrecht), 151  
 Stretch reflex, 51  
 Sub-clinical neurosis, 303  
 Subjective contour, 80  
 Subjective contour pattern, 214  
 “Subliminal messages” notion, 300  
 Subtext, 175–177  
 Success programming: alpha, 340–343; applying what we’ve learned to, 337–338; using mindmovies for, 338–340; psycho-cybernetics strategies for, 335–337; your Life Wheel used for, 343–345  
 Sufi teaching stories: on paradoxical or ominiplex thinking, 107–108; on subtlety of cause and effect, 115  
 Suicide: Buddhist monk burnings, 293–294; by *kamikaze* (Japanese suicide pilots), 294–295; Middle Eastern suicide bombers, 295; U.S. and Japanese rates of, 131–132; Western perception of ideological, 296  
 Sulcus (sulci), 47  
 Suzuki, D.T., 284–285  
 Sweden driving change (1967), 244–245  
 Swift, J., 291  
 Symbolic thinking process, 248  
  
**T**  
 Talent management, 8  
 Tart, C. C., 65  
 Taylor, J., 7  
 Teachers: mavenhood role of, 22; Terminal Assumption effects on, 4–5

- Teaching as a Subversive Activity*  
(Postman), 139
- Teen-age suicide patterns, 131–132
- “Teen-speak,” 168–169
- Television media: addition to, 133;  
brain research on effects of, 13;  
“cultural amnesia” effects of, 14;  
the dumbing of America through,  
10–12; impact on study patterns,  
132; “Only Ten Basic News Stories”  
list for, 144; pattern of discourse  
impacted by, 14–15; taking a break  
from, 144–146. *See also* Media
- Temporal lobe, 48
- “The Tennessee Waltz” (song), 134
- Tennyson, Lord A., 284, 285
- Terminal Assumption: described, 3;  
expansion into business world,  
6–7; impact on thinking of  
teachers, 4–5
- Text/subtext, 175–177
- Thalamus, 54, 311
- Theta waves, 64
- Thich Quang Duc, 293, 294
- Thinkers: “deep,” 141; duplex, 104,  
105–106; mirror-image groupthink  
role, 240; multiplex, 104, 106;  
omniplx, 107; “sheep,” 141–142;  
simplex, 104, 105, 110
- Thinking: abstract conceptualization  
and, 248; affirmative, 83, 129–131,  
143–155, 337; algorithmic, 327;  
Aristotelian, 163; Cartesian, 163;  
comparing concrete and abstract,  
274–277; conceptual, 247–248;  
convergent, 29, 84–85, 226,  
227*fig*–228, 244–245; dynamic and  
archaic, 94; heuristic, 327; holistic-  
ally (intuitive), 269; how health is  
effected by your, 315–317; how it is  
packaged by language, 167–173;  
humility as paradoxical state of, 103;  
inductive versus deductive, 273;  
inferential, 174–177; mental models  
affecting, 77–82; metaboxical,  
216–221, 337; monorail (or  
vertical), 216; radial, 259; rela-  
tional, 254–257; selective, 131;  
sequential (logical), 269, 279–280;  
symbolic, 248; two-valued,  
105–106; visual, 200–202;  
Western versus Zen, 284–286.  
*See also* Ideas
- Thinking index card tool, 196–200
- Thinking mega-skills: bivergent (D-C  
axis), 84–85, 226–227, 233,  
251–261, 337; divergent thinking  
(D-C axis), 84–85, 225–245;  
helicopter thinking (A-C axis), 85,  
247–265, 337; intulogical thinking  
(L-I axis), 85, 267–289, 337;  
viscerational thinking (R-E axis),  
86, 291–322, 337
- Thinking skills: as bodily function,  
42–44; testing convergent, 29;  
testing divergent, 29. *See also* Brain
- Thinking styles: deductive versus induc-  
tive, 273; IBM software manuals  
reflecting, 271–273; implications of,  
273–278; Mindex Thinking Styles  
Profiles, 273–278, 276*fig*
- Thought leaders, 240
- Through the Looking Glass*  
(Carroll), 161
- Thyroid gland, 53
- Thyroxin, 53
- Time* magazine, 15
- The Tipping Point: How Little Things  
Can Make a Big Difference*  
(Gladwell), 21–22

- Tolerance for ambiguity, 93  
 Tolerance for complexity, 93  
 Tolkien, J.R.R., 223  
 “Tom Dooley” (song), 134  
 Toxic behavior, 136  
 Toxic people: exercise for assessing, 137–139; issuing “pink slips” to, 136–137  
 TQM (total quality management), 6  
 Tradeoff notion, 264–265  
 Trance, 68–71  
 The tree of knowledge, 112–115  
 Truth: examining accepted, 108–109; an exercise on questioning, 109–111; the tree of knowledge concept and, 112–115. *See also* Reality  
 Turner, I., 318  
 Turner, T., 318, 319  
 TV-free day movement, 145  
 Twain, M., 287, 298, 330  
 Two-valued thinking, 105–106
- U
- Ultradian cycles, 61  
 Unconscious mind, 71–72, 75  
 United States: culture of amusement in, 9–17; growing economic gap in, 19; suicide rates in the, 131–132. *See also* American society  
 The unsane (reflex thinkers), 80  
 U.S. Army Signal Corps, 102  
 Usage vocabulary, 181–183, 263, 264
- V
- Values listening channel, 176*fig*, 177  
 Valuing ideas: applied to success programming, 337; described, 84  
 Venezuelan Development of Human Intelligence, 21
- Vengeance, 148–150  
 Verbal fluency, 262  
 “Verbal maps,” 163, 164, 168–169  
 Verbal packages, 167–173  
 Vertical (or monorail) thinking, 216  
 “Victim” mentality, 157  
*Victims of Groupthink* (Janis), 234  
 Victoria, Queen, 217  
 Vietnam Buddhist monk burnings (1960s), 293–294  
 Visceral decision, 320  
 Viscerational thinking: applied to success programming, 337; definition of, 292; neurosis and, 302–305; “Popeye Point” for self-motivation, 318–322; psychology of risk and, 305–310; R-E (rational-emotive) axis of, 86, 292–296; rationalizing process of irrational thinking, 296–302; signal reactions and, 310–315  
 Visionaries, 250–254  
 Visual thinking, 200–202  
 Vocabulary: connotations of, 182*fig*; expressions to remove to from, 181–183; recognition, 263; routine, 263; three sets of, 263–265; usage, 181–183, 263, 264  
 Vocal skeptics, 238*fig*, 239  
 Vogel, P. J., 56  
 Von Braun, W., 252  
 Vorhaus, J., 309
- W
- Watson, J. (fictional character), 278–279  
 Wayne, J., 173  
 Weil, A., 144  
 Wells, H. G., 2  
 Wernicke, C., 48

Western thinking: decision making  
 process using, 223–225; key difference between Zen and, 284–286;  
 regarding ideological suicides, 296  
*What's Love Got to Do with It?*  
 (film), 318  
 “Whistle blowers,” 239  
 White matter (brain), 49  
 Whitehead, A. N., 109  
 Williams, R., 101  
 Wilson, E. W., 100  
 “Word ladder” puzzle, 281–282  
 Word-magic, 164–165  
 Wozniak, S., 102  
 Wright, S., 186

## X

Xerox Corporation, 102  
 “Xerox” process, 102

## Y

Yes-person, 202–204  
 “You Belong to Me” (song), 134  
 “You’re Nobody ‘Til Somebody Loves  
 You” (song), 134

## Z

Zen Buddhism, 285–286  
*Zen Buddhism and Psychoanalysis*  
 (Fromm, Suzuki, and De Martino),  
 285  
 Zen masters, 101  
 Zen thinking, 284–286  
 Zero-sum mentality, 154  
 Zindell, D., 103, 104  
 The zone (alpha state), 288–289



