



Rewiring the Corporate Brain: Using the New Science to Rethink How We Structure and Lead Organizations

Danah Zohar

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Corporate structures, like the physical and biological structure of the human brain, operate from one of three individually distinct but intricately interrelated systems: mental, emotional, and spiritual. The healthiest organizations, like the healthiest minds, learn to respond and adapt to external stimuli through a well integrated union of all three structures rather than a single, rigid approach. Business models, however, primarily neglect emotional and spiritual components in their operations, placing emphasis instead on efficiency, results, and other qualities readily associated with the mental structure alone. With only one-third of the corporate brain utilized, the remaining two-thirds present a vast reserve of ideas and opportunities for responding creatively to the daily demands of corporate life. Rewiring the Corporate Brain offers a new way to think about, lead, and structure organizations for fundamental transformation. It demonstrates how people must change the thinking behind their thinking - i.e., rewire the structures of the corporate brain - to operate more fully and achieve genuine fundamental organizational change. Written for managers at all levels, Rewiring the Corporate Brain takes its lead from quantum, chaos, and the latest brain sciences to offer practical, accessible, and inspiring alternatives to traditional structures in corporate design, practice, and implementation.

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