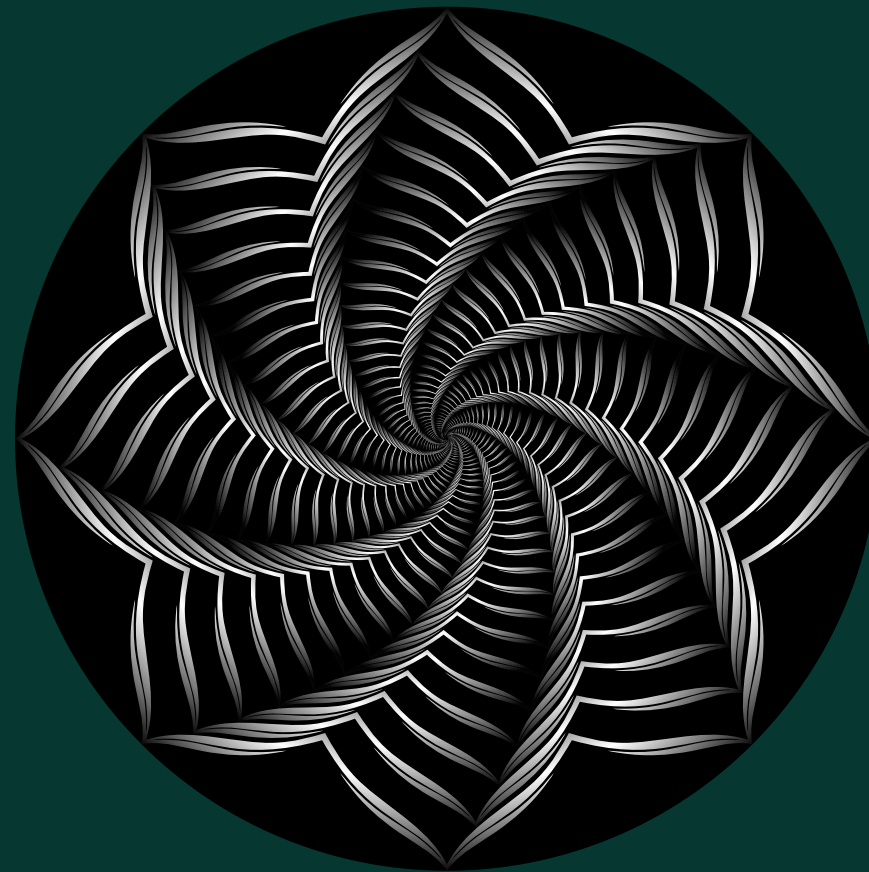


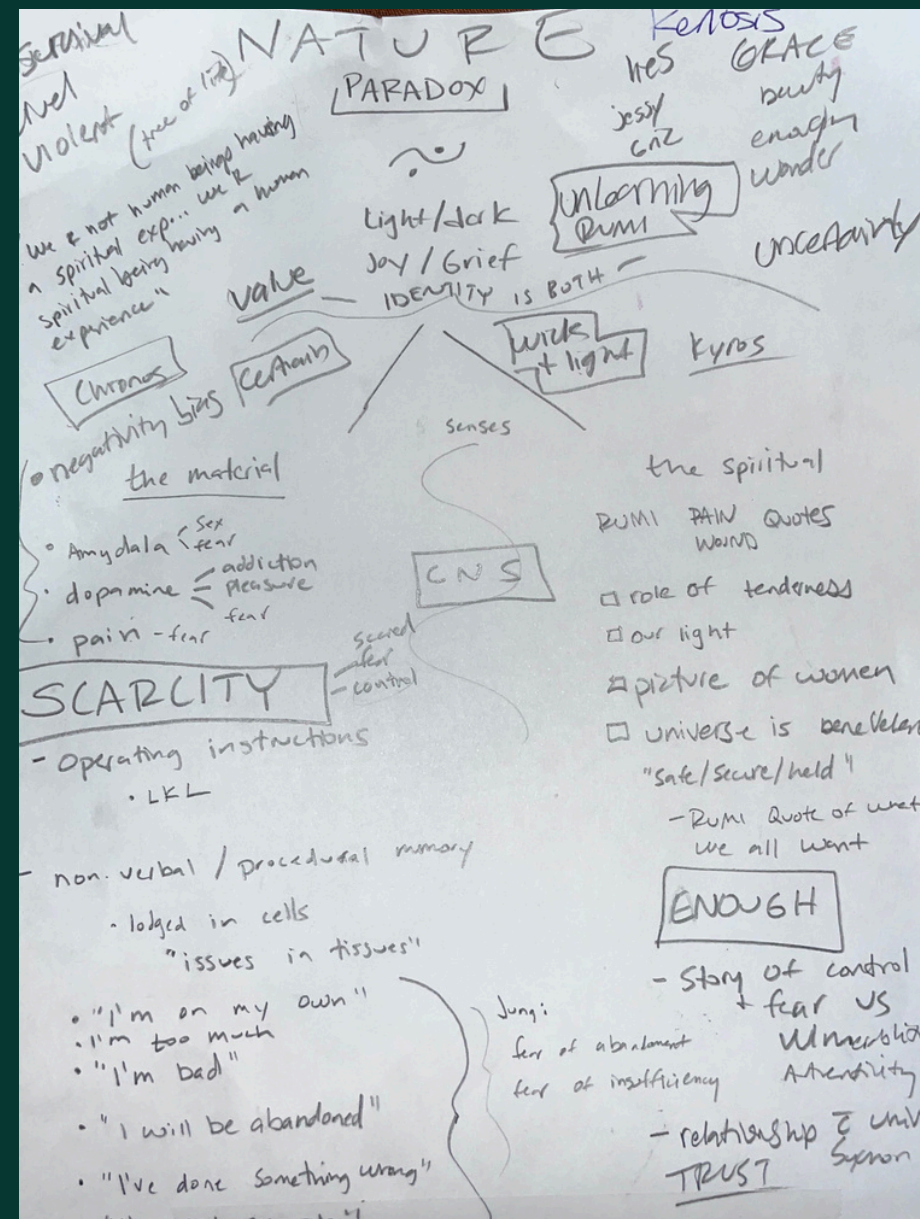
ATTENTION DIVIDED:  
THE NEUROSCIENCE OF BALANCING TWO WAYS OF KNOWING

DR. REBECCA BURSON, DO, MA  
BOARD CERTIFIED PSYCHIATRIST  
MASTERS IN ORGANIZATIONAL LEADERSHIP

# PATTERNS



# Reality "A" vs Reality "B"



# Iain McGilCrest's Work:

Left Hemisphere



Right Hemisphere

# Jonathan Ashford/NDE

## Knowing

*The magic between the lines*

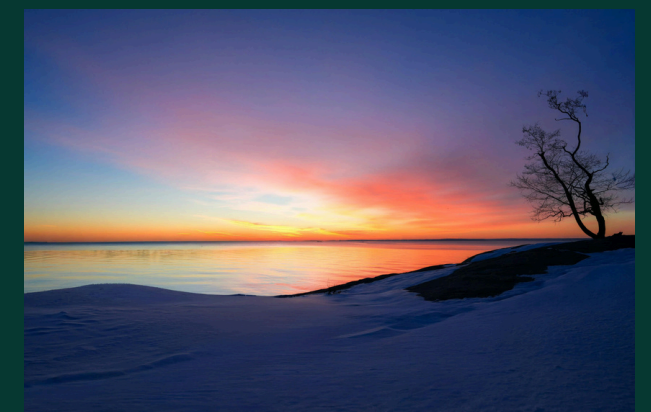


Since my return from death, I've noticed two distinct ways people receive what I share. Some feel the message that lives between the words I speak, a recognition that happens beneath language.

# Paradox: Nature



REALITY A	REALITY B
SCARCITY	ABUNDANCE/BENEVOLENCE/ENOUGH
FEAR DRIVEN	LOVE DRIVEN
PREDICTABLE	SPONTANEOUS
CONTROL	TRUST
PATTERNED	CREATIVE
DEFENDED/PROTECTED	VULNERABLE/CURIOUS
MEASURABLE	IMMEASURABLE
COMPETATIVE	INTERCONNECTED
COMPARATIVE	SHARED VALUE
BODY	SOUL



# Iain McGilCrest's Work:

## Left Hemisphere

Measurable  
Focuses on Parts  
Favors Certainty  
Likes Rules and Categories  
Comparative  
Competitive  
Efficient  
Individualistic  
Stoic



## Right Hemisphere

Immesaurable  
Focuses on Whole  
Favors Curiosity  
Likes Creativity  
Collective  
Interconnected  
Discovery Oriented  
Community  
Empathic



# Writing from Jonathan Ashford/NDE Survivor

## What Is Knowing?

There are two versions of "knowing", two fundamentally different ways of processing this existence. But only one holds the truth.

The first is comparative, progressive, and linear. It analyzes. It measures. It defines. It takes what you're encountering and runs it through the filter of everything you already know, looking for patterns, seeking logic, building understanding piece by piece like constructing a tower from the ground up.

The second is felt, intuitive, immediate, formless. It senses. It receives. It simply knows. There is no comparison to other information, no progression, no linear path from ignorance to understanding. The "knowing" is already there, already complete, waiting only to be recognized.

One is the intellect at work, creating a false sense of knowing based on the limited experience you have retained within the mind. The other is something deeper, clear knowing that bypasses the mind's need to categorize and comprehend.

## The Heart-Mind Divide

As I watch the world move more and more into the science of fact and definition, I also witness those walking away from her while doing so.

This isn't an attack on science or seeking facts. But something is being lost in the acceleration toward intellectualization. Something essential. Something that cannot be measured or proven or replicated in controlled conditions. And that something is her.

The modern world has come to believe that if a thing cannot be thought about, it cannot be real. If it cannot be defined, categorized, explained, and filed away in the proper mental folder, then it must be dismissed as illusion, delusion, or at best, an emotional experience with no objective validity. This is the mind's tyranny, the insistence that reality conform to what can be intellectually grasped.

# How does L Hemisphere Attention impact YOU?

WHAT IS  
MEASURABLE IN  
YOUR LIFE THAT  
YOU PAY  
ATTENTION TO?

TIME  
MONEY  
SOCIAL MEDIA  
POSESSIONS  
PROMOTIONS  
PEFORMANCE...



DO THOSE  
THINGS THAT ARE  
MEASURABLE  
FEEL ABUNDANT  
OR SCARCE?

WHAT DOES  
COMPETITION  
FEEL LIKE? DOES  
IT FEEL PAINFUL?



## Example of “What did I do wrong?”

“Dr. B, I am doing well at work - but I keep thinking my boss is mad at me. I’m pretty sure it’s just me - I know he’s been really busy, but I can’t stop thinking I’ve done something wrong.”



**Seriously Ask: How is this story functional?**

- 1.) Predictable
- 2.) Control
- 3.) Fuel

# As a Healer – how do we Lead with the Left?

1.)  Decision-Making & Strategy:

2.)  Structure, Control & Planning

3.)  Communication Style

4.)  People & Culture

5.)  Emotions and Relationships

Leading with the left prioritizes control and certainty—often at the cost of meaning, relationship, and emergence.

# Reflect

UNDER STRESS OR THREAT - DO YOU FEEL LIKE YOU TEND TO FAVOR L  
HEMISPHERE ATTENTION?

**Leading with the left is not wrong. It's necessary.**

**The problem arises when: It becomes the only way we lead.**

**It crowds out curiosity, imagination, embodiment, and meaning.**

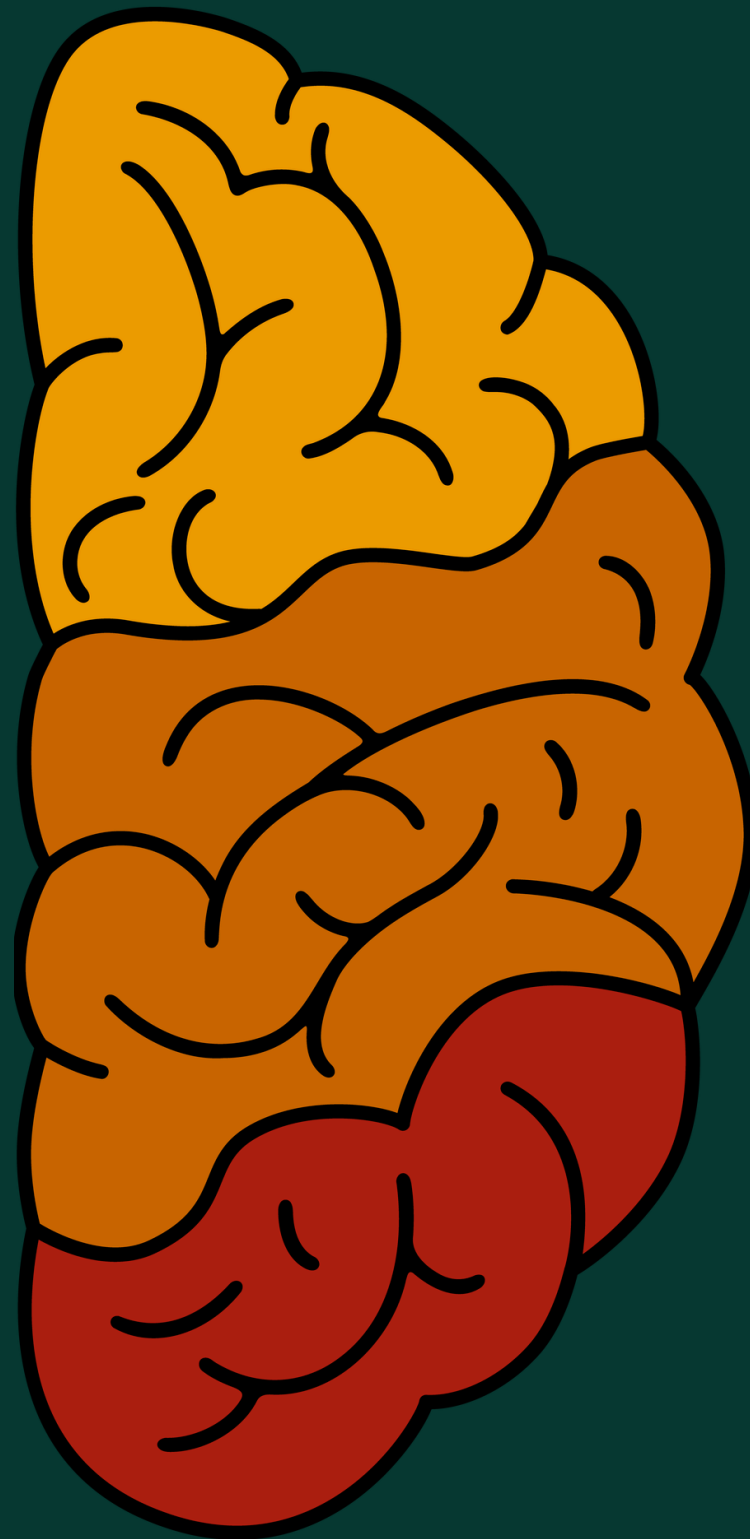
**Control replaces trust.**



# How does R Hemisphere Attention impact you?

HOW DOES IT  
FEEL TO BE A  
PART OF A  
PART OF A  
WHOLE?

WHAT SORT OF  
THINGS ARE NOT  
MEASURABLE BUT  
VALUABLE?

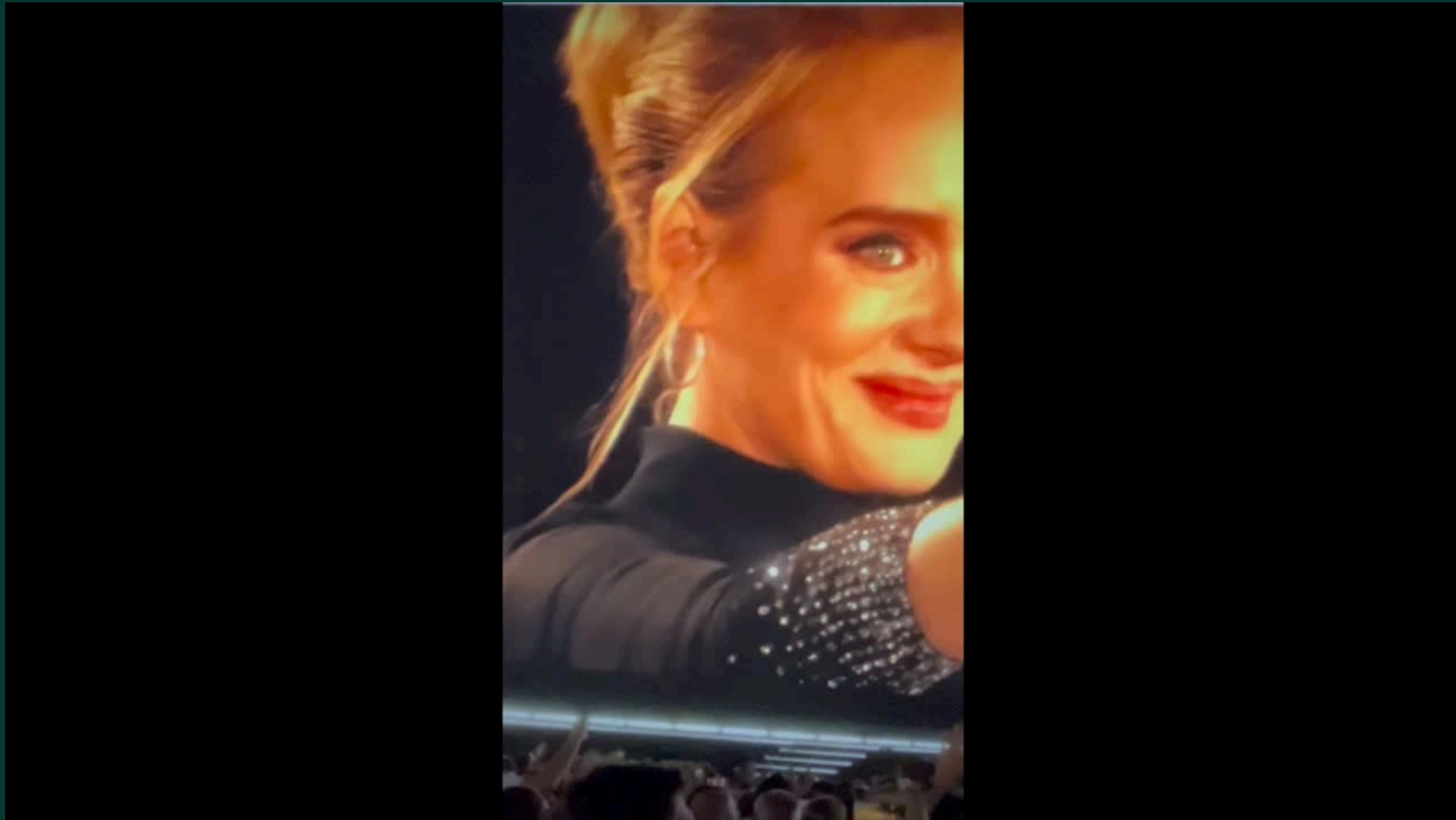


WHAT DOES IT  
FEEL LIKE TO  
HAVE ENOUGH?

WHAT DOES IT  
FEEL LIKE TO BE  
INTERCONNECTED  
TO ALL THAT IS  
AROUND YOU?



# Shared Experience, R Hemisphere in Action



# As a Healer - how do we Lead with the Right?

1.) 🌿 Lead Through Presence, Not Performance

3.) 🧑♀️ Create Psychological Safety and Trust

5.) ❤️ Lead by Invitation Rather Than Coercion

2.) 🧩 Holding the Whole

4.) 🌊 Comfort with Not Knowing

6.) 🔔 Honor Uniqueness and Embodiment

7.) ☀️ Protect Meaning

Leading with the Right prioritizes leadership rooted in relationship, meaning, and emergence.

# ***Our Wholeness:***

**“As we let our own Light shine, we consciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.”**

**-Marrienne Williamson**

**REMEMBERING WHOLENESS**

**Story of the Candle**

# How do we cross the river ?



# Mythologic



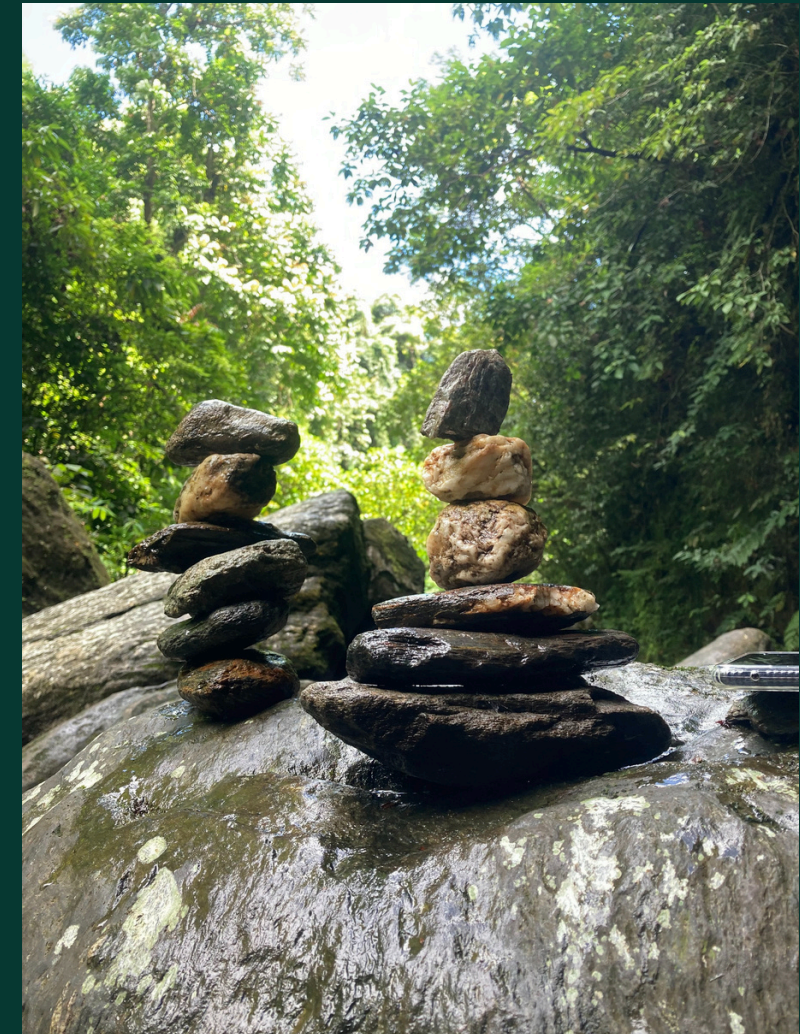
**“There is a song in the heart of every person that longs to be sung.” - Maya Angelou**



**What is your song to sing?**

# For Reflection:

- 1.) *What resonated for you?*
- 2.) *What hemisphere do you need more of for balance?*
- 3.) *What do you need to feel safe enough to take a risk?*
- 4.) *Create a reminder (symbol, song, poem, movie character, etc.) that reminds you what you need courage to cross over for.*



# Connect:



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