

# STEM VS. STEAM

## WHY HALF IS NOT ENOUGH








### Where Do You Stand?

#### CENTER BRAIN (CORPUS CALLOSUM)

**MAIN FUNCTIONS:** Advanced Abilities  
Realization and Ability to Correct Errors








**BOTH SIDES OF THE BRAIN DETERMINE:** Personality Traits  
Personal Abilities

#### LEFT MAIN FUNCTIONS:

-  Controls Muscles on Right Side of Body
-  Controls Language
-  Math
-  Logic
-  Speech
-  Analytical
-  Intellectual

**TEACHING STYLE**  
Verbal Instructions  
Talking and Writing  
Multiple Choice Tests

#### RIGHT MAIN FUNCTIONS:

-  Controls Muscles on Left Side of Body
-  Spatial abilities
-  Facial recognition
-  Visual imagery
-  Art & Music
-  Emotion
-  Creativity

**TEACHING STYLE**  
Demonstrated Instructions  
Drawing and Manipulating Objects  
Prefers Open Ended Questions

## PERSONALITIES WITH STRONG CREATIVITY AND TECHNICAL SKILLS



**STEVE JOBS**  
APPLE • PIXAR • NEXT

Imaginative  
Innovative  
Visionary <sup>3</sup>



**MARISSA MAYER**  
YAHOO!

Idea connector  
Prolific  
Systematic <sup>4</sup>



**ALBERT EINSTEIN**  
THEORETICAL PHYSICIST

Imaginative  
Intuitive  
Effective Communicator <sup>5</sup>



**DONG-HOON CHANG**  
SAMSUNG

Innovative  
Forward Thinking  
Inspired <sup>6</sup>

#### SOURCES

<sup>1</sup> Source: Yale Scientific  
Author: Kevin Boehm  
<http://www.yalescientific.org/2012/04/left-brain-right-brain-an-outdated-argument/>

<sup>2</sup> Source: University of Washington  
Author: Eric H. Chudler  
<http://faculty.washington.edu/chudler/split.html>

Source: The Dana Foundation  
Author: Carl Sherman  
<http://www.dana.org/media/detail.aspx?id=40274>

Source: Organization for Economic Co-operation and Development (OECD)  
<http://www.oecd.org/edu/ceri/neuromyth6.htm>

<sup>3</sup> Source: Entrepreneur  
Author: Ryan Himmick  
<http://www.entrepreneur.com/answer/226410>

Source: Psychology Today  
Author: Allen R. McConnell, Ph.D.  
<http://www.psychologytoday.com/blog/the-social-self/201109/steve-jobs-success-not-just-technological-psychological>

Source: The Telegraph  
<http://www.telegraph.co.uk/technology/apple/4242660/Steve-Jobs-A-piles-of-402-profile.html>

<sup>4</sup> Source: Fast Company  
Author: Alice Tsung  
<http://www.fastcompany.com/3014396/most-creative-people-2013-to-days-most-creative-person-marissa-mayer-who-got-people-talking-a>

Source: MIT Sloan Management Review  
Author: Leslie Brinkow  
<http://sloanreview.mit.edu/article/what-google-vp-marissa-mayer-does-as-an-idea-connector/>

<sup>5</sup> Source: Entrepreneur  
Author: Mike Werling  
<http://www.entrepreneur.com/article/197836>

Source: 99u  
Author: Jocelyn K. Gai  
<http://99u.com/articles/6736/the-top-5-qualities-of-productive-creatives-and-how-to-identify-them>

Source: Center for Imagination  
Author: Laura Latsely  
<http://www.centerforimagination.org/2011/09/five-surprising-traits-of-highly-creative-people/>

<sup>6</sup> Source: Fast Company / Co.Design  
Author: Margaret Rhodes  
<http://www.fastcodesign.com/3672722/meet-the-13-designers-on-fast-companys-most-creative-people-list-1>

Source: Forbes  
Author: Haydn Shaughnessy  
<http://www.forbes.com/sites/haydnshaughnessy/2013/04/19/how-samsung-competes-with-apple-in-design/>

Source: Creativity Online  
Author: John McDermott  
<http://creativity-online.com/news/creativity-50-2013-donghoon-chang-241910>