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Topic: "THE POWER OF INTROVERTS" (TED TALK)

**Key Points**

**Details**

Definition  
and  
Characteristics  
Defined

- "Antisocial is Social"
- Being a quiet introvert is somehow not acceptable
- Need introverts for creativity + leadership
- 1/3 - 1/2 population are introverts
- Introversion is not "shy", its how you respond to stimulation (social)
- Quiet, low-key environments
- To max their talent put in zone of stimulation

Institutional  
Design

- Institutions designed for extroverts
- "New group think" - all creativity/productivity comes from groups
- Can't work alone at school/work designed for constant collaboration
- Workplaces now open plans

Leadership  
Spectrum

- Introverts make better leaders, take less risk, allow others' ideas to grow
- Spectrum (introvert -> ambivert -> extrovert)
- Solitude crucial ingredient to creativity - profound revelations

**Summary**

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Cultural Inheritance

Changing Attitudes

• We instinctively mirror opinions in groups, follow opinions of most charismatic / dominant person in room

• By design, make introverts feel guilty

• Western society favoured action over contemplation

• "culture of character" < <sup>before post cent.</sup> agricult. economy

• "culture of personality" < <sup>Big business</sup> sales person

• The more freedom we give introverts to be themselves, more likely to come up with own unique solution

• Attitude towards introversion on the brink of change

• 3 calls to action:

① Stop madness for constant group work! Remember privacy / autonomy

② Go to wilderness, have revelations "seclusion", unplugged, ~~get~~

③ What's inside your suitcase?

"Have the courage to speak softly"

**Summary**

Introversion is undervalued and is often stifled through misunderstandings of the creative power of solitude, institutional design and cultural inheritance. Most people fall along the spectrum of introvert to extrovert. Attitudes are changing but consistent effort is needed!