

A CORPORATE FIELD-LAB FROM THE AUTHORS OF “LEFT IS RIGHT”

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# THE LEFT IS RIGHT LAB

*Two brains. One better answer.*

The satirical-serious decision lab run by two men who have been productively disagreeing for twenty years — on road, in life, and in business. The road provides the education; the Lab moves it wherever you need it: boardroom, base camp, or open highway.

Facilitated by

**Vinod Achanta** ◀ V ▶ **Vamshi Bathini**

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## THE PREMISE

# There is a fork in every decision.

Some business decisions are made with the left brain. Some with the right. The expensive mistake is believing only one of them is correct.

Twenty years ago two men in Hyderabad were handed the same problem: a free emergency ambulance, the number 108, and no money to tell seven million people it existed. One painted the number onto the side of an auto-rickshaw. The other built the spreadsheet that proved, six months later, the calls were coming. Neither was enough alone. Together they installed a reflex in a city.

Since then they have ridden to Ooty, Bhutan, Leh and Shillong — and at a washed-out fork at 4:30am in Phuntsholing they learned the sentence that became a book and is now a lab: the left fork was correct, the right fork led to the better story, and both, held together, were right.

**The one-line thesis** — *Cultivate your opposite. They are not your obstacle. They are your other half.*

## The Engine — the Mover vs the Measurer

Every Lab is powered by a live disagreement performed in front of the room. Watching a twenty-year partnership disagree and resolve — in real time — is the entire curriculum, performed live.

<b>THE MOVER</b> Right brain	<b>THE MEASURER</b> Left brain
<ul style="list-style-type: none"><li>• Brings the energy, the conviction, the “we are doing this.”</li><li>• Commits to a road before the map is fully read.</li><li>• Believes reach beats inform — a reflex in a city beats a memo about one.</li><li>• Pitches. Paints the auto. Asks nicely and keeps asking.</li></ul>	<ul style="list-style-type: none"><li>• Brings the plan, the contingency column, the proof.</li><li>• Reads the map before committing to a road.</li><li>• Believes enthusiasm is an anecdote until the call volume says otherwise.</li><li>• Counts. Files it — not in the slide, in a separate document.</li></ul>

*On stage, Vinod argues the right fork and Vamshi argues the left — and the room learns to build the third road for itself.*

## Serious substance, borrowed honestly

The humour is the anaesthetic; the rigour is the surgery. Six of the most validated ideas in modern management thinking, each saying the same thing in a different accent — the winning move is integration, not choosing a side.

- **The Opposable Mind** — **Roger Martin** — integrative thinking; holding two opposing ideas and generating a third that beats both.
- **“Yes, And”** — **The Second City** — improv as a business discipline; you cannot build anything new by saying no first.
- **Whole Brain® / HBDI** — **Ned Herrmann (GE)** — four-quadrant thinking preferences; the Lab's diagnostic spine.
- **Double Diamond** — **UK Design Council** — diverge, define, develop, deliver — and the discipline of the groan zone.

- **Rocket Fuel — Wickman & Winters** — the Visionary and the Integrator; why lopsided teams out-decide no one.
- **Experiential Learning — David Kolb** — do, reflect, conceptualise, apply — the loop under every waypoint.

## The Left / Right Brain Audit

Every Lab opens with a self-assessment we call, with a straight face, the Left/Right Brain Audit. Participants place themselves on a Mover–Measurer spectrum across decision style, risk posture, planning horizon and conflict response. It is deliberately reminiscent of every personality test you have suffered — and then it does what they do not: it scores the team, not the person. The insight is never “you are a Mover.” It is “this leadership team is 80% Movers and about to ride confidently off a cliff,” or “this function is all Measurers and has not shipped a decision since March.”

- **For each participant:** a one-page profile and the name of the opposite they most need to cultivate.
- **For the sponsor:** a live team-balance heat-map and the three decisions most at risk from that imbalance.

# Ten lessons the road taught.

The curriculum follows the arc of the book and the structure of the Double Diamond — diverge, define, develop, deliver, then ride to the tea house. Each waypoint is a true story, a framework, an exercise you do on your feet, and a debrief. Waypoints are modular; take the ones your team needs.

#	LESSON	ON THE ROAD	THE EXERCISE
01	<b>Reach Beats Inform</b> Chapter One	A three-digit number planted in a city as a reflex, not delivered as a memo.	Paint the Auto — 20 minutes, zero budget, one message that must travel the length of the venue.
02	<b>The Measurer Makes the Mover Credible</b> Chapter One	Painted autos moved the number; a spreadsheet six months later proved they had.	Prove It — every pitch is paired, on the spot, with the single metric that would show it worked.
03	<b>Carry a Cigarette Foil</b> Chapter Two	An engine saved with a foil wrapper on a National Highway; a CRM built from open source.	The Foil Sprint — a timed crisis fixed with deliberately insufficient kit, then defended.
04	<b>Know What Kind of Road You're On</b> Chapter Two	Momentum saved one rider on an edge and undid the other on a hairpin.	Read the Terrain — sort real decisions into highway, hairpin, and washout before touching the throttle.
05	<b>Judge the Total, Not the Worst Hour</b> Chapter Three	Two hundred motorcycles, one wrong turn, and one unforgettable night — two separate events, each complete.	The Convoy — a physical relay where a single wrong turn ripples through the whole formation.
06	<b>Left Is Right</b> Chapter Four · The Defining Moment	At a washed-out fork at 4:30am in Phuntsholing, the correct road and the memorable road were different roads.	The Fork — a live decision your team faces now, run left road / right road / third road in ninety minutes.
07	<b>The Mountain Doesn't Care</b> Chapter Five	Altitude answered only to oxygen; an army officer knew more than confidence did.	Oxygen — a limits challenge that forces the room to hand right-of-way to the real expert, not the loudest voice.
08	<b>Show Up, Then Prepare</b> Chapter Six	A fifteen-day ride packed, correctly, in forty-five minutes. The decision came first; the plan caught up.	The 45-Minute Pack — commit first, plan under a running clock, ship the decision.
09	<b>Notice the Stars</b> Chapter Six	One rider watched the route; the other looked up and found the sky. Navigating and noticing are different jobs.	Navigator & Noticer — split the roles on purpose and discover who is watching the horizon.
10	<b>The Network Is the Privilege</b> Bhutan & Shillong	A Sunday service bay; an officers' mess at midnight. The crisis call is the one you invested in years earlier.	The Tea House — map the network you must tend long before the road washes out under you.

**The Partnership Canvas** — the closing instrument. Each person names their dominant gear, names the opposite they most need to cultivate, and commits to one pairing and one real decision to test before the next cohort. Yes, there is a certificate: you may leave Certified Mover, Certified Measurer, or, rarely, Certified Both.

## FIVE WAYS TO BRING THE LAB IN

# From a keynote to the open road.

Pick your intensity. Every tier runs on the same true story and the same method — the only question is how far off the map you want to go.

ENGAGEMENT	WHAT IT IS
<b>The Trailhead</b> 60–90 min · keynote · indoor	The Fork in the Road plus the live, on-stage disagreement. For offsites, conferences and town halls. Maximum reach, minimum logistics.
<b>The Half-Day Lab</b> 3–4 hours · one team	The Left/Right Brain Audit, three core waypoints, and The Fork on a live decision. A working session, not a talk.
<b>The Full-Day Lab</b> one day · whole arc · outdoor games	The complete Double-Diamond route — six to eight waypoints, outdoor challenges between them, the signature Fork, and the Partnership Canvas.
<b>The Expedition</b> 2 days · residential · optional real ride	The full curriculum as an immersive outdoor offsite, optionally with a genuine ride. Teams bring a real decision and leave having made it. The one they remember.
<b>Base Camp</b> quarterly · membership cohort	Quarterly public cohorts, an alumni community, and the accreditation track for certifying Mover–Measurer facilitator pairs inside your organisation.

*Scope, group size, travel and customisation are shaped per engagement. The laminated certificate is included at no extra charge.*

## What corporates actually buy

Lopsided decision cultures bleed money in two opposite directions at once: the over-analytical stall and the over-confident crash. The Lab is in the business of both.

### The pains it fixes

- Analysis paralysis — studying a decision to death and calling it diligence.
- Reckless momentum — confusing confidence for strategy, riding off a cliff in formation.
- Strategy–execution gaps — visionaries and integrators who mistrust instead of pair.
- Unproductive conflict — disagreement suppressed instead of mined.

### What the team leaves with

- A shared language: “what kind of road is this?”, “cultivate your opposite,” “left is right.”
- A repeatable integrative-decision process, already used on a real call.
- A team-balance heat-map and deliberate Mover–Measurer pairings.
- A bias toward the third road — and the nerve to take it when the map runs out.

## Taught by a partnership.

Not two consultants who read about partnership — one that has been arguing productively for over two decades, and has the motorcycles, the spreadsheets, and the one washed-out road in Bhutan to prove it. They met, fittingly, at 108.

### **Vinod Achanta** · The Mover · Right Brain

*Venture builder · Founder, DIAS Works · Nubes Opus · Alnra*

Twenty-two years across enterprise IT, AI, real estate and healthcare — “idea to sale.” Ran retail innovation for Nestlé, Samsung and Nokia; marketed the 108 ambulance into a city's reflex at EMRI; was CMO at exit of Apollo Homecare; led ₹340-crore sales books across PBEL and Vertex. Today he keeps the room warm for a dozen teams and their incubated ventures. — vinodachanta.com

### **Vamshi Bathini** · The Measurer · Left Brain

*Chief Architect & Head of Technology, CallHealth*

Over twenty years in process quality, consulting and transformation across healthcare, IT and BPO. An ASQ Six Sigma Black Belt and ICMG Top Global Chief Architect, he was National Head of Quality at EMRI — the man who actually measured whether the city was dialling 108. He builds the replicable system behind the enthusiasm: QMS, audits, RPA, and the contingency column that has been used.

## The roadmap — from workshop to practice

- **Phase 1 · Launch** — tie the Lab to the book launch; run flagship public Labs and a marquee in-house Lab with two or three anchor clients.
- **Phase 2 · Cohorts** — open quarterly public cohorts and a repeatable in-house package; build the alumni community; begin certifying internal facilitators.
- **Phase 3 · The Practice** — license the model, accredit a bench of Mover–Measurer facilitator pairs, and publish the diagnostic as a standalone product. The Lab becomes a category, not a calendar invite.

## EXPRESSION OF INTEREST

# Let's build the third road together.

Tell us a little about your team and what you're wrestling with, and we'll come back with a short, honest note on whether the Lab fits — and, if it does, which road to take. No obligation, no deck-bombing. Just two people who've made a lot of decisions, offering to help you make a better one.

### What happens next

- A 30-minute call with Vinod & Vamshi to scope the fit.
- A tailored recommendation across the five formats.
- Partner, co-host, or bring the Lab fully in-house — every model is on the table.

### A few details help us prepare

Name	
Organisation	
Role / title	
Email	
Team size	
Format of interest	
What you're wrestling with	

Submit online at [leftisrightlab.com](http://leftisrightlab.com) or email the above to [vinod@dias.works](mailto:vinod@dias.works) or [vamshi@vatanventures.in](mailto:vamshi@vatanventures.in).

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**Bring the Lab in.** Book the Trailhead, and decide from there which road your organisation needs.

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## APPENDIX

# Intellectual lineage.

The Lab's humour is original; its rigour is borrowed honestly from the following, to whom credit is due:

- **Roger L. Martin** — The Opposable Mind (HBR Press, 2007) — integrative thinking and the constructive tension of opposing ideas.
- **The Second City / Bob Kulhan** — Getting to “Yes And” — improvisation as a business discipline.
- **Ned Herrmann** — The Whole Brain® Model and the HBDI® — four-quadrant thinking, developed at General Electric.
- **UK Design Council & Sam Kaner** — The Double Diamond design process and the “groan zone” of the Diamond model.
- **Gino Wickman & Mark C. Winters** — Rocket Fuel — the Visionary and Integrator partnership.
- **David A. Kolb** — Experiential Learning — the do-reflect-conceptualise-apply cycle under every station.

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LEFT IS RIGHT · THE ROAD PROVIDES THE EDUCATION