

Boost Creativity & Innovation

Creativity is looking at old processes in new and different ways. Making new connections between existing ideas.

Steve Jobs once said, “Creativity is just connecting things. When you ask creative people how they did something, they feel guilty because they didn’t really do it, they just saw something ... That’s because they were able to connect experiences.”

Here are scientifically researched ways to use your brain to boost creativity.

1. Spend time by yourself: Daydreaming, horsing around, wandering – takes brain offline – boosts insights
2. Exercise: Psychology Today, “Sweat is like WD-40 for your mind— it lubricates the rusty hinges of your brain and makes your thinking more fluid. Exercise allows your conscious mind to access fresh ideas that are buried in the subconscious.”
3. Showering: 72% report new insights in shower
4. Look at blue/green images (e.g. ocean or sky): More open to new ideas.
5. Be curious about the mistakes you make, not furious! (*See the Be Curious, Not Furious Exercise*)
6. Work to activate the more creative right hemisphere by:
 - Listen to or play music
 - Doodle with non-dominant hand
 - Roll a ball under your non-dominant foot
 - Sit outside a box – to your left
 - Laughter
 - Meditation: Activates “AHA” creative centers
7. Temporarily lower function of the PFC, which is associated with higher creative scores. Some tips include think about problem when you’re tired, just when you wake up (lower PFC), before a meal or before bed, write your challenges in a journal: allows your unconscious mind to help
8. Be persistent. Arthur Schopenhauer once said: “All truth passes through three stages. First, it is ridiculed. Second, it is violently opposed. Third, it is accepted as being self-evident.”