



Sustaining Long Haul Creativity: The Neuroscience and Practice of Creativity

"The difficulty lies not so much in developing new ideas as in escaping from old ones."

John Maynard Keynes

When it comes to discussing creativity two facts are crystal clear.

Fact one: creativity tops almost every "Twenty-First Century Skills" list out there. The Partnership for 21st Century Skills—a collection of 60 institutions and their 250 researchers —suggests creativity to be the number one skill our children will require to thrive in the future. It is the very same ability that IBM - after surveying over 1,500 CEOs - found most critical to being a successful CEO.

Fact two: creativity is notoriously elusive, it is tricky to understand and we do not really know how to train people to be more creative.

Recent research by the Flow Research Collective suggests that the problem lies in the fact that we are trying to train a skill, whilst creativity is not a skill but rather a state of mind.

This webinar focuses on discussing those states of mind that are conducive to opening up creativity, and will provide practical help to create those external (environmental) and internal (body and mind) conditions that foster innovative thought, forming new perspectives, and finding unique solutions to problems.



Content:

- The elusive nature of creativity
- The neuroscience of creativity
 - Shifting brainwaves - leaving high beta
 - Transient hypofrontality - silencing the inner critic
 - Change of brain chemistry - a potent mix of hormones
- Non-ordinary states of consciousness: unlocking creativity 3 ways
- The practice of creativity
 - Training your attention, imagination, and salience network
 - 6 Google protocols to boost creativity daily
- The blessings of itchy dissatisfaction
- Momentum is key

