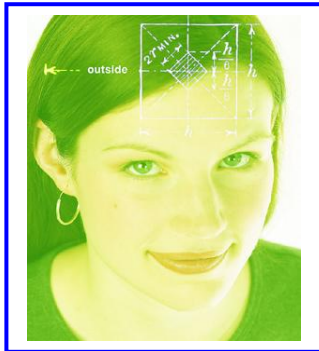


## Exercise Your Brain for Creativity

There are plenty of ways to use a different gear of your brain. Here are a few, so read this chapter for more and for great examples. You may find yourself doing these things already and my point is to be aware of the good they do for your creativity and don't shortchange the time given to these exercises.



1. Argue a point not your own. Take the other side of your point of view to break out of your existing limitations of thought. The art of debate is a great way to stretch your mind.

2. Carve out your own Rte 684. For me this part of my drive is a great time for my mind to wander. When you drive, try keeping the radio off. It helps you to pay more attention to your thoughts - and don't worry if you go right past your exit!

3. Practice Visualization. We all can "see" things that do not yet exist. When we look at a child balancing on a chair to reach the cookies, we see the accident about to happen. The same skills apply to "seeing" an opportunity. Look at what exists as evidence surrounding what could exist.

4. More reality intake and less fantasy intake = greater creativity output.

Our brains were made bigger so that we could take what is and create what could be. As cavemen we watched our friend throw a dull spear at a charging saber-tooth lion with a very bad result. We took those facts and created sharp flint points, thus beginning a long reign at the top of the food chain. Your brain needs to process facts to create solutions.



5. Cut it out! Give your brain some help. Not all facts need to be stored in our brains. When you see something interesting, cut it out. Or write it down. Don't force yourself to remember when you can retrieve. Our brains can store lots of data but they are more efficient by just processing it when needed. I try to store reasons rather than facts, but I keep the facts handy, and so does Google®.

6. Create your own theory. When you call some train of thought a theory it elevates it in stature. It sounds legitimate and thought-worthy. For a great example please read this chapter and see my "Theory of Finite Humor," which uses apparent logic to explain the power of the inside joke.