



Enhance Your Creativity

Hello, Everyone!

I just spent a week at the National Speakers Association (NSA) Convention in San Diego where there were experts in every field who, like me, speak about their expertise professionally and passionately. Needless to say I came back totally inspired, excited and "juiced." (That word was used a lot.)

Next year's slogan is "NSA ROCKS." You can just imagine the energy in an environment of 2,000 speakers in the same place who come together to improve their skills and to give back to the profession. One of the most profound things that occurs is that there is a wonderful opportunity to enhance your creativity.

How To Be More Creative - Brainjuicers To Enhance Your Creativity

In order to enhance your creativity, your body and mind should be operating at peak efficiency. Try these brainjuicers to boost your brain power.

- 1. Make sure you exercise.** Exercise juices up the brain with nutrients in the form of glucose. The more glucose it uses, the more active the brain. It increases oxygen in the bloodstream that is delivered to the brain, releases endorphins into the bloodstream (the runner's high) and increases nerve connections to the brain.

According to a recent article in Inc. magazine, "Jerry Kathman, president and CEO of LPK, a 400-employee brand-design agency in Cincinnati, gets many good ideas during his morning jog. When inspiration strikes, Kathman runs straight back to his desk to make notes."

- 2. Use rhythmic activities to give your brain a chance to incubate.** Any rhythmic activity such as running, walking, swimming, or DANCING (of course!) quiets mindful chatter, allowing your imagination to flow. Einstein got so many ideas while showering he installed waterproof material to record his ideas.
- 3. Listen to music, especially music from Mozart's era.** Music forges new neural pathways that stimulate your creativity. Research shows that music trains the brain for higher forms of thinking. A University of California research study studied two groups of 3-year olds. One group studied piano and sang daily in chorus. The other group did not. In 8 months the musical 3-year olds were adept puzzle masters. They scored 80% higher in spatial intelligence than the non-musical group.
- 4. Capture your daydreams.** Daydreaming is a way to incubate the components of a problem and uncover solutions. How can you apply the images and thoughts of your daydream to the project you are working on? How could the image be a metaphor? Can your daydream show you a new perspective?
- 5. Play with passion!** You can't do great work without personal fulfillment. When people are growing through learning and creativity, they are much more fulfilled and give 127% more to their work. Delight yourself and you delight the world. Click here to learn more about my presentation on this topic called "How to Live and Work with Passion and Purpose". Remember what you loved to do as a child and bring the essence of that activity into your work. This is a clue to your genius; to your natural gifts and talents. Da Vinci, Edison, Einstein and Picasso all loved to play and they loved to explore.
- 6. Build a brain trust.** Surround yourself with inspiring people from a wide variety of fields who encourage you and stimulate your creativity. Read magazines from a wide variety of fields. Make connections between people, places and things.
- 7. Look for opportunities everywhere to discover new business opportunities and to find solutions to your problems.** There is a famous story about the inventor of Velcro, who happened to have an interest in botany. One day he was walking through a field, when he noticed burrs sticking to his socks. He wondered what made them stick and picked one up to examine its structure. Well you know what happened...

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