



# Unleashing Creativity

Visualization and Mindfulness  
Coaching

# Definition of Creativity

- *The ability or tendency*
- *to transcend traditional ideas, rules, patterns, relationships,*
- *to create meaningful new ideas, forms interpretations*
- *to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems (Analytical Creativity)*

# Wandering Creativity

- Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while. That's because they were able to connect experiences they've had and synthesize new things.

Steve Jobs

# Analytical Creativity

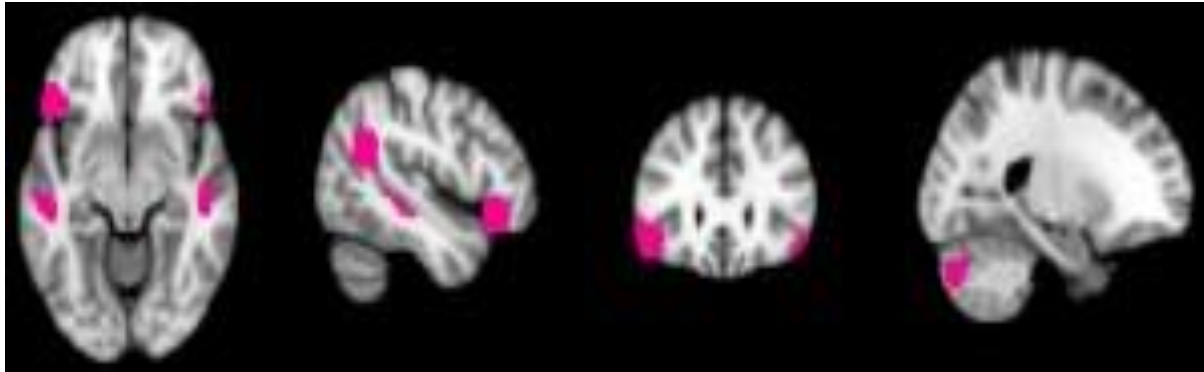
- Example AHA moment of chimpanzee. Intellectual ability to estimate height and visualization of combined height
- Intelligent and focused thoughts combined with the imagination network can be the source of Analytical Creativity. Problem solving.

# THE CREATIVE BRAIN

- NOT JUST LEFT OR RIGHT
- MORE COMPLEX NEURAL NETWORKS

# LANGUAGE NETWORK

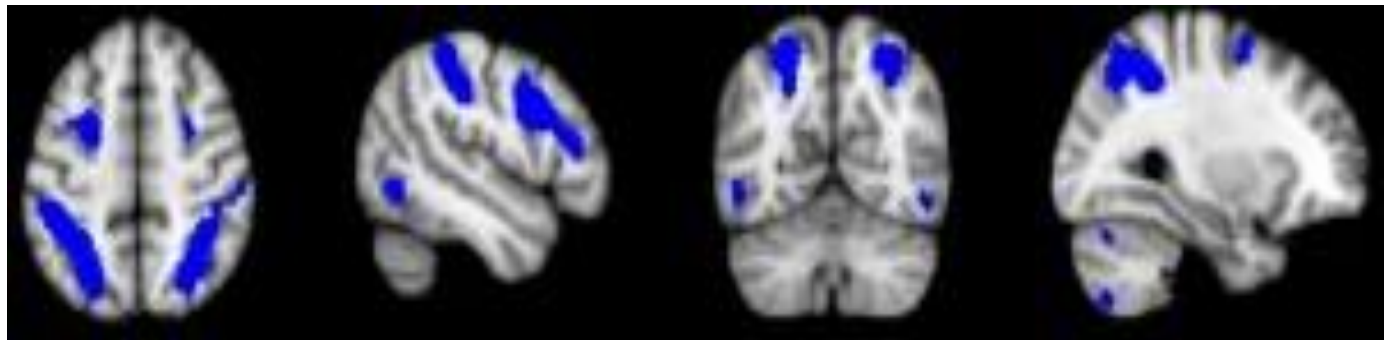
- Broca's Area and Wernicke's Area
- Bilateral Activation



RH 90 %, 70% LH have language loop in Left Hemisphere.

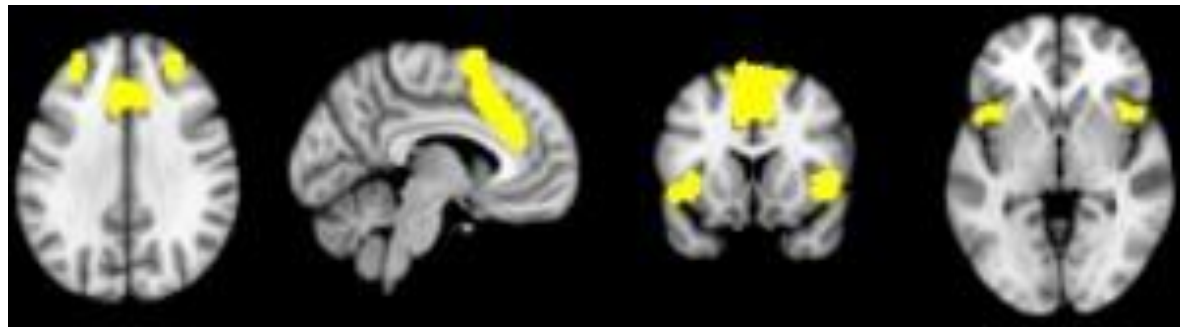
# VISUAL SPACIAL NETWORK

- Connecting lateral regions of the prefrontal cortex and areas toward the back of the parietal lobe
- Engaged when focusing all of your attention on a task and utilizing your working memory.



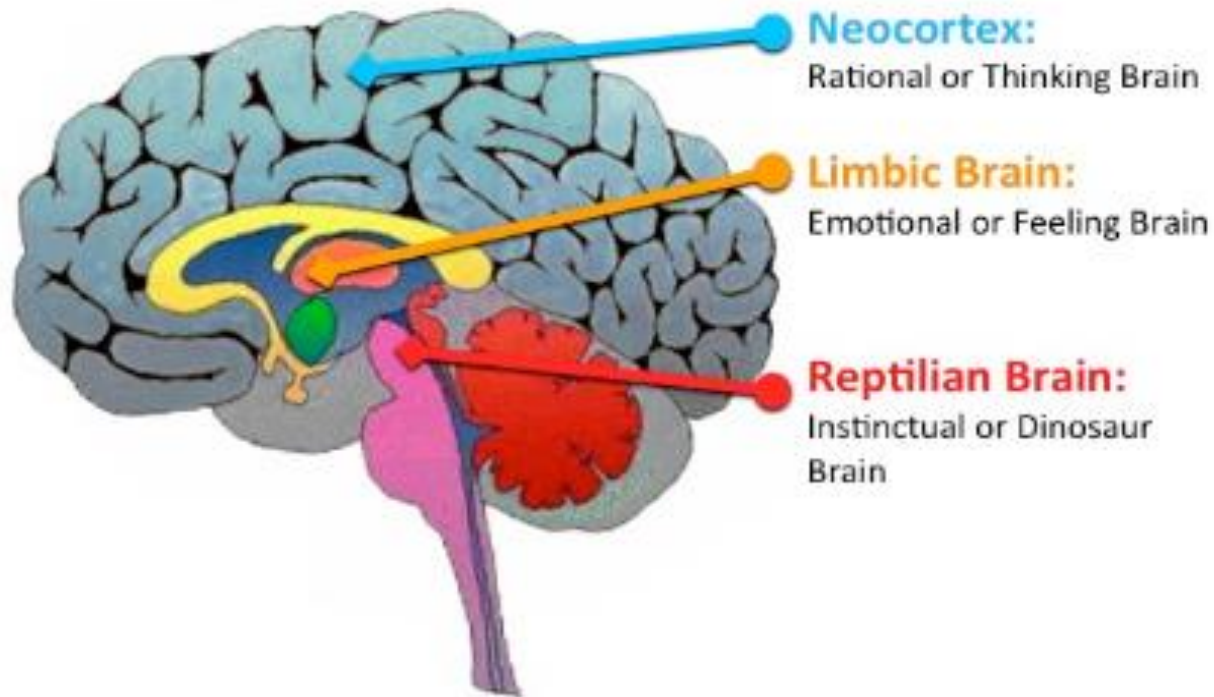
# SALIENCE NETWORK

- The dorsal anterior cingulate cortices and anterior insular
- This circuitry helps the brain decide what to pay attention to





# Creative thinking in NeoCortex

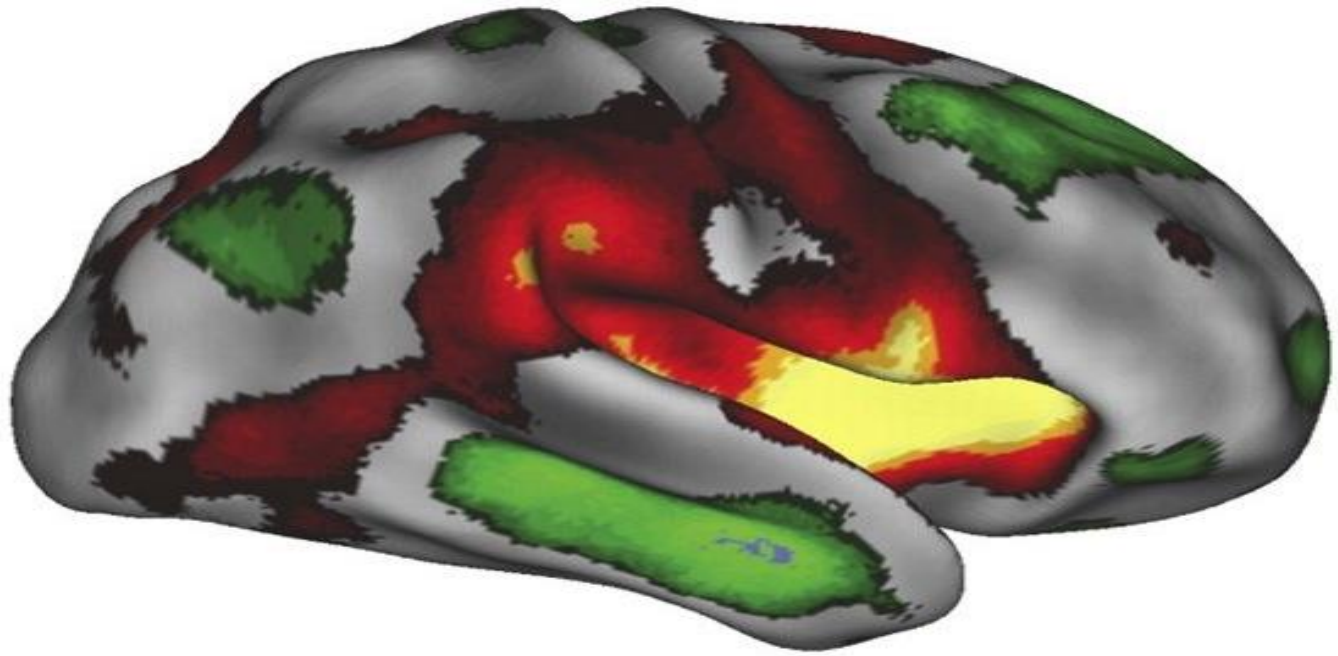


# IMAGINATION NETWORK

- Deep in the prefrontal cortex and temporal lobe, with connections to parts of the parietal cortex
- Builds pictures based on previous experiences and imagines alternative scenarios and events.

# Creative Brain

- Red area Imagination Network
- Green is Executive Attention Network



# Perseverative Cognition


- The body reacts with prolonged physiological responses to continuous thoughts Perseverative cognition about these stressors.
- Perseverative cognition, and not the stressors eventually lead
- Disease, Decreased cognitive and Creative function

# Stress

- Draws from the limbic area/ reptilian brain and occupies space in Neocortex.
- Less space for creative neuronal firing
- Deadlines, inability to prioritize, negative emotions
- Immediate stress less threatening than perseverative cognition

# CREATIVE COGNITION

- Creative cognition recruits brain regions that are critical for daydreaming imagining the future, remembering deeply personal memories constructive internal reflection, meaning making, and social cognition.
- Imagination network and Salience network And less of Executive network

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- Neuroimaging experiments show us that we use the very same neural systems to feel our bodies as to feel our relationships, our moral judgments, and our creative inspiration
  - Mind Body Connection = Increasing Creativity

# MINDFULNESS


- American branding of a “Sati” Buddhist term. Awareness that causes practitioner to “remember” things in relation to things, feelings existing in relation to skills or non, faults or not, inferior or refines
- “The awareness that arises through paying attention on purpose in the present moment, and non-judgmentally.”

- Jon Kabat-Zinn



# Increasing Creativity

- **Mindfulness** also involves acceptance, **meaning** that we pay attention to our thoughts and feelings without judging them—without believing, for instance, that there's a “right” or “wrong” way to think or feel in a given moment.

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- Mindfulness and targeted guided imagery grants access to positive experiences and social connections
  - Remembering deeply personal memories and social cognition stimulates and exercises neocortical areas related to creativity.
  - Regular Practice grants quicker access to cleaner palette – more neocortical space

# MOOD and CREATIVITY

- In a positive mood, you're more sensitive to picking up weakly activated, unconscious ideas
- When detected, your attention can switch to it – POP – Insight
- In a bad mood, and the anterior cingulate is not activated, it just goes with what's strongest, most straightforward, most used repetitively.

# CHAKRAS

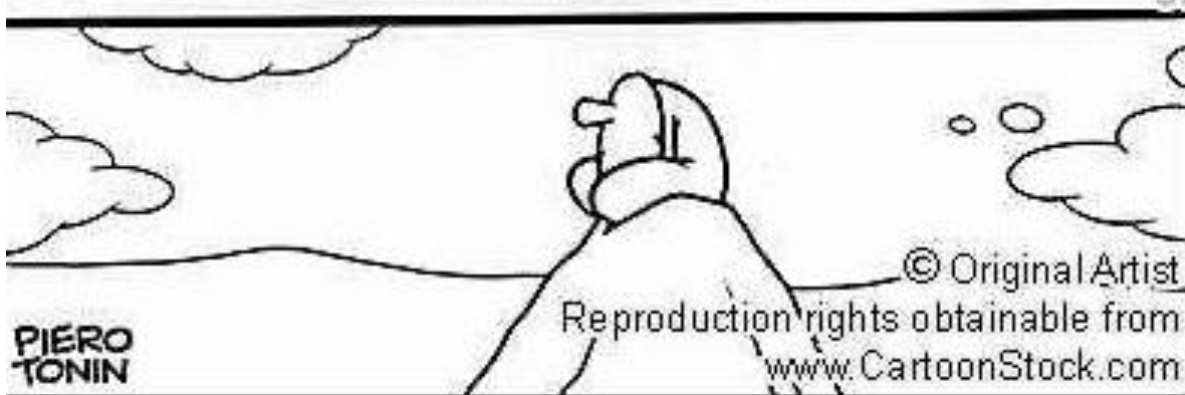
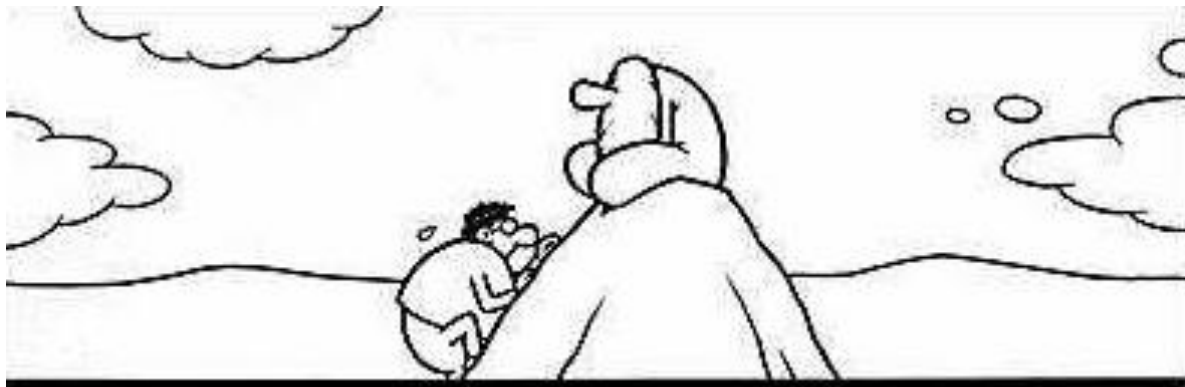
- Sacral Chakras – the place between the navel and Solar Plexus
- Passion is the fuel of creative energy. Everything you create, a poem, a drawing, or a website, originates from the energy of second chakra.
- It is also where your fertility originates. After all, conceiving a child is a creative process.



**BREATHE**

**RELAX**

**HAVE FUN**



search ID: pfon96

**PIERO  
TONIN**

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