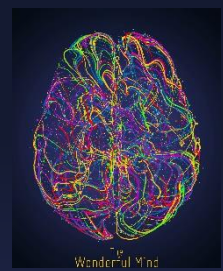


How Can Imagination Stimulate the Creative Mind?

Explained with science and recent findings.



Brain Networks Essential for Creativity:

Recent studies*¹ indicate a creative mind is a full brain process – to spark creativity requires interactions of multiple brain networks as demonstrated below.

Imagination Network



Activates when:
mind-wandering,
daydreaming,
perspective taking,
self-reflecting etc.

Saliience Network



Responsible for:
motivation, switching
between the Imagination
Network & Executive
Attention Network

Executive Attention Network



Activates when:
planning future actions,
blocking out distractions
to focus, problem-solving
etc.

Diagram: The brain networks associated with creative brain*²

To access your full creative potential, you need interactions of **the imagination network**, which is activated during mind-wandering and **the executive attention network**, which helps us maintain our focus and prioritize tasks. **It is the teamwork of these networks that yield true creative thought.**

Creative people are found to be experts at constantly switching between these brain networks.

How can these seemingly contradictory modes of thought be activated?

While coming up with a method can be challenging, recent studies show it is in **“how” we exercise our imagination.**

The Imagination Improvement Course is where you can learn all the “how’s” and practice creativity.

Imagination Improvement Course:

You will be equipped with insightful tools and imagination exercises designed to tap into these brain networks. They're carefully crafted to allow your mind to rest in imaginative mode while maintaining your focus on the theme of interest.

Examples of benefits participants experience are...

Stress Relief | Creative problem-solving | Productivity | Self-Awareness | Understanding of others | Empathy | Mental Clarity

Contact us to check our availability and schedule your sessions today

References: 1. Schacter, Daniel L et al. "The future of memory: remembering, imagining, and the brain." Neuron vol. 76,4 (2012): 677-94. doi:10.1016/j.neuron.2012.11.001
2. Kaufman, Scott Barry and Carolyn Gregoire. Wired to Create: Unraveling the Mysteries of the Creative Mind. First edition. New York, New York, Perigee, an imprint of Penguin Random House LLC, 2015.