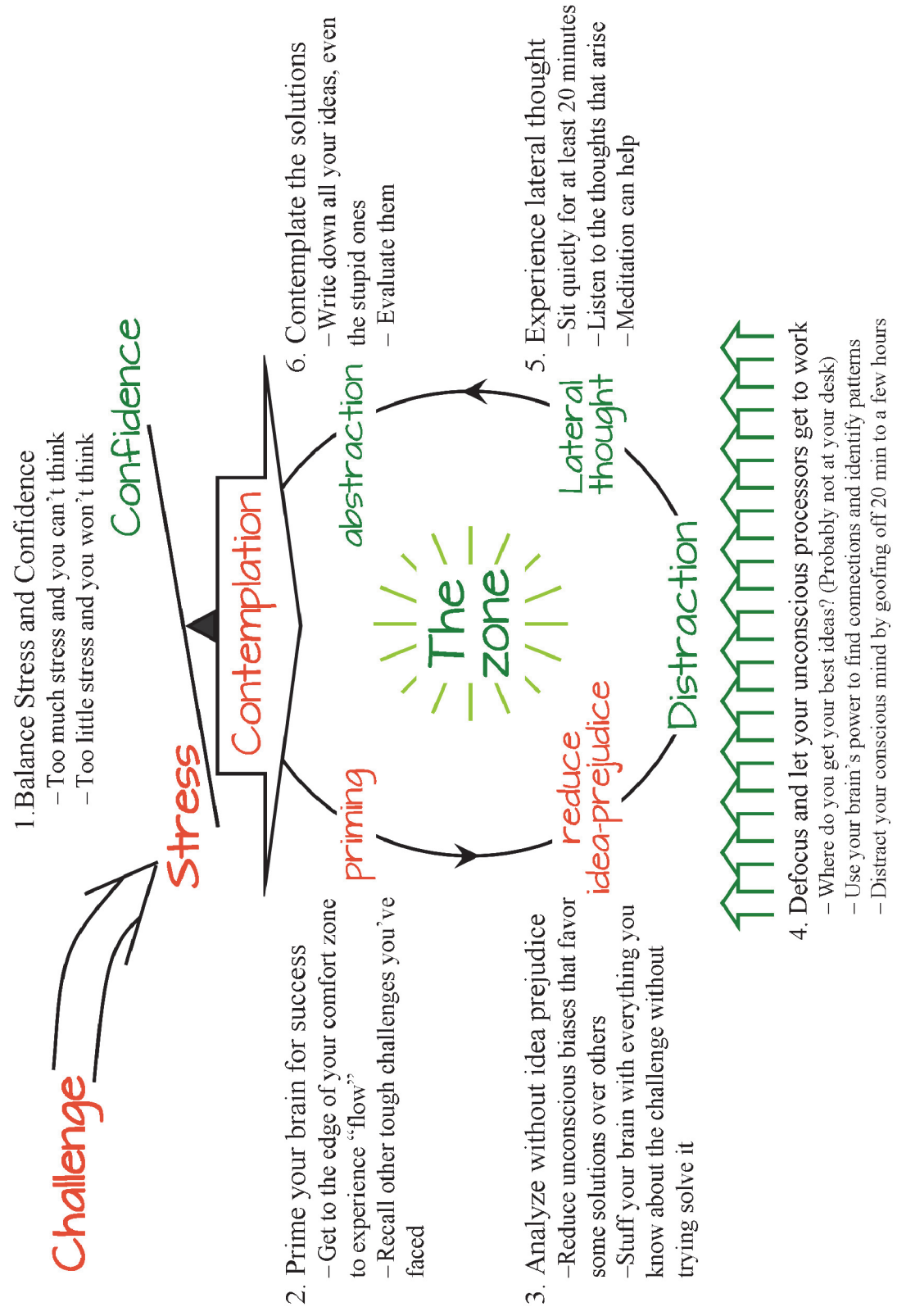


Cheat sheet to Ransom’s speech, **The Keys to Innovation**: Priming your brain to percolate brilliant ideas



1. Balance Stress and Confidence
 - Too much stress and you can't think
 - Too little stress and you won't think


6. Contemplate the solutions
 - Write down all your ideas, even the stupid ones
 - Evaluate them

5. Experience lateral thought
 - Sit quietly for at least 20 minutes
 - Listen to the thoughts that arise
 - Meditation can help

4. Defocus and let your unconscious processors get to work
 - Where do you get your best ideas? (Probably not at your desk)
 - Use your brain's power to find connections and identify patterns
 - Distract your conscious mind by goofing off 20 min to a few hours

Source:

The **LEFT BRAIN SPEAKS**



The **RIGHT BRAIN LAUGHS**

A Look at the Neuroscience of Innovation & Creativity in Art, Science, & Life

Ransom Stephens, PhD

"A book all about hard science... with metaphors and stories, jokes and quips, ideas and assumptions, and crammed with knowledge... a passion and zest."

-The Lancet Neurology

"Exceptionally well written, organized, and presented."

-The Midwest Book Review



Key background principles:

- Brains are pattern predictors, even when there's no pattern
- Vast majority of thoughts are unconscious
 - You can hold 3-7 concepts in awareness, but your brain always has millions of processes busy untangling your world