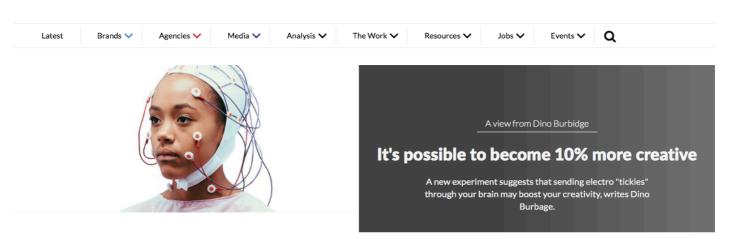
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Link to the article: http://www.campaignlive.co.uk/article/its-possible-become-10-creative/1400925







Dino Burbidge July 04, 2016 How long? 3-4 minutes



We've all been there. Sitting in a briefing. Colleagues around you asking impressively relevant questions. Your mind is a fug.



May be it was the bad night's sleep. Or maybe you just need a coffee. That'll sort it. And, other days, where may be the bad night's sleep. The transfer of the sleep of the



you can hardly stop the damn ideas falling out of your brain. What's all that about?



The mind is a curious thing. It accounts for 2% of your body weight (about as much as an iPad weighs) but uses 20% of your body's energy (about as much as a light bulb). And we only use 10% of it.



That last bit is, of course, complete cobblers. We use all of it – we just don't always know what it's up to.