

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



A view from Dino Burbidge

It's possible to become 10% more creative

A new experiment suggests that sending electro "tickles" through your brain may boost your creativity, writes Dino Burbidge.

Dino Burbidge
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How long?
3-4 minutes

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



Maybe it was the bad night's sleep. Or maybe you just need a coffee. That'll sort it. And, other days, 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 cobbler. We use all of it – we just don't always know what it's up to.