

Increasing Corporate Creativity & Productivity A Science & Arts-Based Approach

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Unproductive workers cost American businesses \$550 billion a year in lost profits. At the same time, *Harvard Business Review* has identified reduced creativity within America's corporate employees as a major factor in reduced profitability.

Researchers studying human performance and productivity have discovered techniques for simultaneously unlocking creativity and increasing productivity in the workplace by exploiting the so-called *default mode network* (DMN) in the brain.

During a typical workday, we concentrate on what is in front of us, as well as new things that capture our attention, making hundreds of decisions per hour about our workflow. Each of those decisions comes with a neurobiological cost, using up the brain's internal fuel, glucose. There are two ways to hit the reset button in the brain, replenishing glucose and shoring up our cognitive reserves: eating and taking a break. But not just any break will do — a replenishing break requires that we engage the DMN in the brain.

This is done most effectively by engaging with the arts, actively, rather than just passively — such as through playing music, painting, or dancing, for example. *Songwriting engages more regions of the brain than these other activities* and can both unlock creativity and restore productivity in the workplace.

- Songwriting combines the intellectual and emotional, giving us access to much needed emotional release pathways. Boredom, frustration, and stress can be relieved in a few short exercises.
- The language of songwriting can help a team to clarify their goals and objectives by using metaphorical and inspirational language and music.

References

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