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Innovating Minds: Rethinking Creativity to Inspire Change

Wilma Koutstaal, Jonathan Binks

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A groundbreaking, scientific approach to creative thinking

From entrepreneurs to teachers, engineers to artists, almost everyone stands to benefit from becoming more creative. New ways of thinking, making, and imagining have the potential to bring about revolutionary changes to both our personal lives and society as a whole. And yet, the science behind creativity has largely remained a mystery, with few people aware of the ways we can optimize our own creative and innovative ideas.

Innovating Minds: Rethinking Creativity To Inspire Change offers a perspective, grounded in science, that allows us to achieve both individual and collective creative goals. Wilma Koutstaal and Jonathan Binks draw upon extensive research from brain, behavioral, and organizational sciences to present a unique five-part "thinking framework" in which ideas are continually refined and developed. Beyond scientific research, Innovating Minds also describes the everyday creative challenges of people from all walks of life, offering insights from dancers, scientists, designers, and architects.

The book shows that creativity is far from a static process; it is steeped with emotion and motivation, involving the dynamic interactions of our minds, brains, and environments. Accordingly, it challenges readers to put its material into use through thinking prompts, creativity cross-checks, and other activities.

Vibrant and engaging, *Innovating Minds* reveals a unique approach to harnessing creative ideas and putting them into action. It offers a fascinating exploration of the science of creativity along with new and valuable resources for becoming more innovative thinkers and doers.

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