

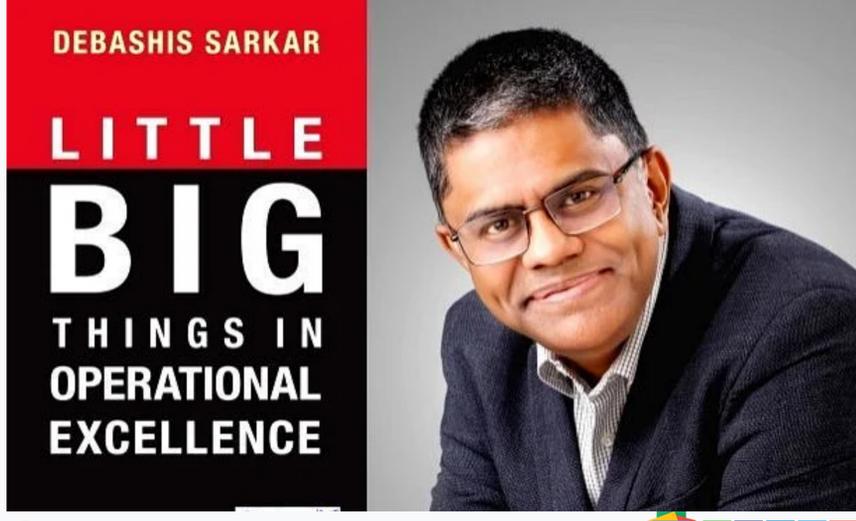
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Your brain can sabotage the ability to come up with novel ideas

The brain looks for ways to simplify the way information is processed and tends to take shortcuts that inhibit the ability to generate novel solutions.



By : Sentinel Digital Desk | 5 Feb 2022 10:26 AM

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The brain looks for ways to simplify the way information is processed and tends to take shortcuts that inhibit the ability to generate novel solutions.

We are thus "stuck with ideas from the past" that prevent us to step back and look at alternatives - and need to avoid falling into this "cognitive trap", Debashis Sarkar, one of Asia's leading organizational improvement experts, writes in a new book on making businesses customer-centric and operationally excellent.

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"Clearly, our past knowledge stops us from looking at alternatives," Sarker writes, adding: "This is what happens to experts who steadfastly stand by what they know and have done in the past. Their rigidity blinds them from interesting possibilities.

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Go for a walk, take a swim, run on a treadmill, go around on your bike, go through a book of art, etc. When you are taking a break, your thinking is unconsciously re-energized.

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