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progressed. As it turns out, people are prone to usual thinking late in the day, Brucks explains. They are even less likely to deviate from already well-traveled cognitive pathways. And contrary to the stereotype of creative geniuses staying up late, people who did their brainstorming at 11p.m. had the worst productivity over time. Oddly, the researchers discovered that subjects thought that the idea-generating process became easier the more they practiced, even though they actually produced fewer good ideas. But would-be marketing geniuses need not despair. As Huang notes, the results of the study do not necessarily mean that it is impossible to improve creative output

through practice; they're just suggesting that people have done it too simplistic. Practicing creativity we need to change the way we define practice, huang says. Rather than focusing on routinizing the creative process, it may be more helpful to intentionally disrupt routines. A team leader can vary the times when brainstorming sessions are held, for example, and change up the types of exercises employed. The structure needs to be more dynamic, Huang explains. Technique-wise, business brainstorming may well evolve into something closer to improvisational exercises that acting students perform to get out of their comfort zone and unleash their creative instincts. Brucks notes that in previous research, imposing restrictions on idea generation-requiring topics to come up with product names that have numbers in them, for example-has been shown to keep the new concepts coming. You want to do something that prevents you from practicing the same thing over and over again, she says. That way, people in search of inspiration strengthen not to go the obvious way. This piece was originally published by the Stanford University Graduate School of Business.

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