

# So You Think You're Not Creative?

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Our excuse for not being original is that we "*simply aren't creative*, and never have been. We can't come up with new ideas! It isn't in us! Creativity is reserved for the artists of the world, those that march to a different drummer, those from another planet. Creative people are born with a bent to think differently, and are lucky to be unique and gifted."

**The truth of the matter is that we are all creative.** We all have the same physiology of the brain, the organ where innovative ideas are born. Our brains are made up of two major lobes, weighing a total of about three pounds. The anatomy of the brain includes the gray matter, white matter, the corpus callosum, glial and neurons cells, etc. The neuron cells carry the electrically charged data and are connected to one another by synapses – the little chemical junctures across which neurons pass "notes." Synapses grow richer and stronger the more we use them. At the same time, the synapses that see little use begin to wither. This synaptic pruning gives rise to the trite saying "use it or lose it" and explains how habits, both good and bad, are formed.....

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<http://www.rdhmag.com/articles/print/volume-33/issue-12/columns/so-you-think-you-re-not-creative.html>