

Understanding Your Brain

By: Andy Szen, November 21, 2007

Your brain is the most complex organ in your body. It's the master control center, responsible for everything your body does, from breathing to thinking. At any given second, the human brain is handling thousands of simultaneous tasks, allowing you to stay alive and experience the world around you.

Scientists, doctors, and researchers throughout history have dedicated their lives to the study of the human brain, yet they've only begin to scratch the surface when it comes to truly understanding how this amazing organ operates. The study of the brain is called neuroscience or neurobiology.

To become a creative thinker and master the art of brainstorming, you don't really need a thorough understanding of how each of the more than 100 billion nerve cells (neurons) in your brain work, but knowing the basics can help you better tap into the lesser-used areas of your brain in order to achieve success in whatever you set out to accomplish.

There's a widely accepted theory that the human brain can be divided into two primary areas, or hemispheres. This left brain/right brain theory was developed in the early 1970s by Dr. Roger Sperry from the University of California.

According to the left brain/right brain theory, the right side of the brain controls creativity. It's more active than the left side when a human is involved in such creative activities as listening to music, drawing, daydreaming, and absorbing color, graphics, movement, and rhythm.

While the right brain is good for being creative, the left brain comes in handy when you're thinking logically, rationally, objectively, or analytically. The left brain is used more when you use language, write, read, solve math problems, or process information. Thus, human thought can be divided into two distinct modes. Right now, as you read this book, you're using your left brain more than your right brain, because you're reading the words and processing their meanings.

Now, take a moment and close your eyes. With your eyes closed, think about your favorite vacation destination, such as a beautiful tropical beach on a warm and sunny day. Can you picture the sand, ocean, warm breeze, and seashells in your mind? If so, you just used the right side of your brain! Congratulations, you have the ability to be creative!

As you master the ability to brainstorm and become a creative thinker in all aspects of your life, you'll ultimately want to use your right brain in conjunction with your left brain, so as you develop awesome ideas, you can later analyze and implement them.

Based upon Dr. Sperry's research, it's believed that most people focus more on using one side of their brain than the other. This could account for why some people are good at math, for example, while others are more creative and artistic, relying on their feelings and emotions to drive their actions.

Everyone uses both sides of their brain on an ongoing basis. Ideally, you want to discover how to use both sides of your brain equally in order to tap into your brain's true potential. Those who use both sides of their brain, without a subconscious emphasis on utilizing their left brain or right brain together, are called "whole brained." This is ultimately what you'd like

to achieve as you begin tapping into your creativity and begin developing creative thinking skills to be used in all aspects of your life.