



**Title: The Keys to Innovation: Priming your brain to percolate brilliant ideas**

**Speaker: Ransom Stephens, Ph.D.**

**Description:**

The route from problem to solution is a swirling path with Aha! moments lighting the way. In this presentation, we examine the neural processes that percolate insights into consciousness: the physics of lateral thought, the power of perspective, the value of novelty, and how your brain selects and rejects ideas before you're even aware of them. Then we turn to methods that can prime our brains to solve the challenges that we face as individuals as well as those that we face together.

**This speech helps participants understand:**

- The truth about creativity and analysis in the left and right hemispheres of your brain
  - Your stupid, bottom-up, parallel, unconscious processors
  - Your brilliant, top-down, serial, conscious thinkers
- Education, training, and answer resolution
  - Your brain as you practice and the transition from learning to knowing
  - Intellect and emotion
  - Neural pruning
- Innovation and problem solving
  - Contemplation and distraction
  - Confidence, defocus, and insight
  - Lateral thought in humor, science, and art
  - Using the tools of natural selection
- Priming innovation in individuals and teams
  - Innovation-crippling business practices
  - Optimizing youthink and groupthink
- The neuroaesthetics of what makes discoveries, creations, and products good, bad, and valuable
  - The relationship between the creator and the beholder

**About the Speaker:**

Ransom Stephens, Ph.D., is a scientist and technologist. As a research scientist he collaborated on major discoveries at international labs before joining the private sector. He has worked in high tech research, development, and marketing. He's written hundreds of articles on subjects ranging from neuroscience to quantum physics to parenting teenagers and two novels, *The God Patent* and *The Sensory Deception* (both from 47North). His new book, *The Left Brain Speaks but the Right Brain Laughs* (Viva Editions, 2016), is an edgy, somewhat irreverent, accurate look at the neuroscience innovation in art and science. Ransom has given thousands of speeches across the US, Europe, and Asia and has developed a reputation for making complex topics accessible and funny.

**Details:**

A 35 or 50 minute presentation for professionals. Presentation is best with an HDMI compatible overhead projector, but it's not required. Each speech is customized to address the specific needs of the audience. Past speeches have been delivered to audiences at colleges, cafes, museums, community centers, bars, bookstores, and even atop a mountain!

Ransom W. Stephens, Ph.D.  
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