



## Stanford eCorner

### Our Brains are the Same

Judah Pollack, *Riverene Leadership*

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Video URL: <http://ecorner.stanford.edu/videos/5266/Our-Brains-are-the-Same>

Judah Pollack, co-author of “The Net and the Butterfly: The Art and Practice of Breakthrough Thinking,” dispels the notion that certain people are predisposed to be geniuses. He explains that humans all have the same basic neural structures and cognition abilities, which can be “trained” to produce more innovative ideas through mental exercises — instead of being allowed to atrophy.



#### Transcript

might be saying to yourselves, well, I'm just not a creative type. I wanna promise all of you that everyone in this room has this system that we're talking about. You have the same exact system in your brain as Einstein. To say I'm not a creative person is equivalent to sitting on a couch for two straight years, basically not moving. And your friend comes over and bets you you can't do five pushups. And when you can't do even one, you roll on your back, you give a big sigh, and you go, well, I guess I'm just a couch potato. I think I'm gonna double down on this couch sitting thing. You know that's not true. You know you have muscles, they've just atrophied. When you say I'm not a creative person, it's the same thing.

Your brain has the muscles, you're just accepting the fact that you're a neuro-couch potato. What you need to do is practice. Breakthrough thinking is not a theory, it's something that you do. And so you have to get your brain in shape for it. And that means practicing.