

HOW BOREDOM CAN LEAD TO YOUR MOST BRILLIANT IDEAS

TED Talk: Manoush Zomorodi (TED2017)

Struggling with creativity? Perhaps you need to be bored.

I suspect we all know that feeling of needing to be creative. Perhaps there is a looming deadline for a talk or a thorny leadership challenge to navigate. You sit at your desk and write... or try to write.

It isn't coming so you pick up your phone and scroll. Time ticks, frustration grows and the deadline gets ever nearer. Or is that just me?

In this engaging and entertaining TED Talk, Manoush Zomorodi tackles that challenge in a surprising way. She begins with a key impact of the smartphone. We don't get bored. And the consequences of that? Creativity is stifled and passions burn-out.

She explores some of the science, shares some of her research, uses excellent snippets of audio from her research and uses some memorable lines and images. (I won't spoil them for you.)

Watching this will be 15 minutes of device time well spent. After that you can put your device down more often, embrace some boredom time, and enjoy great creative and productive work.

Review Mat Ineson

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