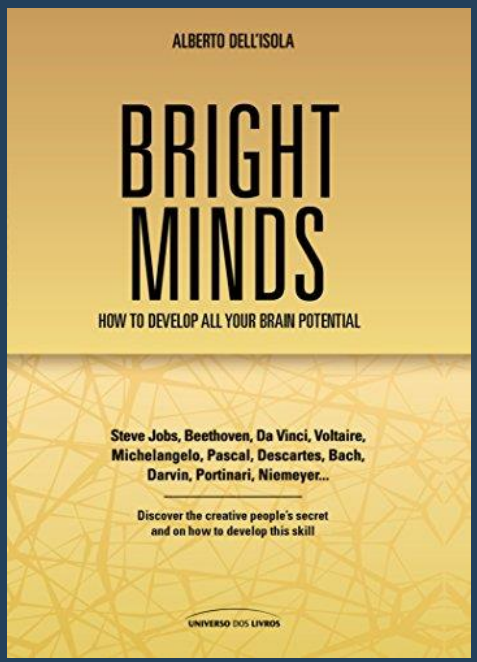

Bright Minds

Mentes Brilhantes
Year of publication: 2014
Author: Alberto Dell'Isola
208 pages
Link for purchase: https://amzn.to/2pXWGMm

Released in 2009, "Bright Minds" has 208 pages and gives the reader a good reading experience. Throughout fifteen chapters, Alberto Dell'Isola presents techniques for developing your memory and increasing your creativity.
It's okay if you're a beginner: this work doesn't require prior knowledge of the subject.

Score

9

8 Aplicability
10 Inspiration
9 Innovation
8 Impact on results
8 Structure

Main ideias of the book

- Is there a magic formula for creativity?;
- What is creativity for?;
- Is a brilliant mind really an innate intelligence?;
- What is the secret of brilliant minds?;
- “Gift” and “talent”: what is your relationship with creativity?;
- Brainstorming: what is it and what is it for?

For whom is this book suitable?

For people who don't believe in their potential and want to develop as a person. The work is also a good choice for those who want to stimulate their creativity and reading, both personally and professionally.

Overview of the book

1: Creative Minds

What does it mean to be creative? According to the author, for most people creativity is an innate thing: a gift with which one is born and which is developed in a natural way. That's why people without a "gift" would be lost!
However, in Alberto's view: "Creativity is a potential developed by the human being, as an intellectual work of creating new things."
Some writer's concepts of creativity:

- There is no magic formula for creativity;
- Stimulating creativity requires intellectual work;
- Creativity is important for cognitive development;
- Encouraging the child to be creative is essential for brain operating performance;
- Mental work should be present at all stages of life;
- Technology can lead to “mental laziness”;
- “Gift” or “talent” has nothing to do with creativity.

Creativity is a potential developed by the human being, as an intellectual work of creating new things.

2: Creative Personalities

Before leading the reader to the in-depth study of creativity, Alberto Dell'Isola devotes a special space to talk about the great creative minds that preceded us.
Voltaire, Michelangelo, Kepler, Pascal, Descartes, J. Sebastian Bach, Darwin, Steve Jobs, Portinari, Chico Buarque, Niemeyer... Albert Einstein... What do all these geniuses have in common?
That's right: creativity! And how can we learn from them? Let's check:
The author points out, for example, that the life and work of 18th-century French chemist Antoine Lavoisier is a great example of creativity.
In his universally known phrase, “In nature nothing is created, nothing is lost, everything is transformed”, Lavoisier shows us that creativity comes from a preexisting material. It is not created from nothing or emptiness.
Thus, as noted by the writer, the chemist teaches us that creation is possible only if there is something on which to "base, deepen, and scrutinize.“

“To do so, one must have knowledge of the raw material to be used. Evoking such teachings, it is understood that in whatever aspect we exercise creativity, we must seek understanding of that subject”.

Following are other important considerations we can learn from Alberto Dell'Isola's teachings, according to him, brilliant minds:

- Transcend to mere intelligence a gift or a talent;
- Seek more than just exercising their skills: by creating!;
- They value passion over rewards;
- Go beyond innate intelligence;
- They face problems in an innovative way;
- Overcome fear of risk.

3: *Brainstorming*

“Mouse diapers?”
“... very small mouse diapers”
“... each box will come with twelve units”
“... pre-folded disposable diapers”
"... endowed with feline repellent."
“Certainly a great idea! We will get rich !!! ”

It's with this dialogue of a brainstorming session at the company Hewlett-Packard (HP) that the author addresses the subject.
According to Alberto Dell'Isola, this dialogue at HP was not really intended to launch diapers for mice. Do you know what its goal was? To keep the group lively and creative and so they could generate more innovations for the company.
In the writer's view, brainstorming is the most powerful tool for developing creativity.

“During brainstorming, no idea is dismissed or judged as wrong or absurd. All are heard and brought to the brainwrite process, which is the compilation or annotation of all ideas that occurred in the brainstorming process”.

Then, in a brainstorming session, you can work on each idea until you reach an effective solution.
Some examples of the application of the technique are:

- **New product development:** get ideas for new products and make improvements to existing ones;
- **Advertising**: develop ideas for advertising campaigns;
- **Project management:** identify customer objectives, risks, deliverables, work packages, resources, tasks, and responsibilities.

In addition, we learned from the author that it is possible to brainstorm for countless things, such as process management and team building, for example.

What other authors say about it?

Author Austin Kleon, in "Steal Like an Artist", tells how you can do something authentic based on the ideas of those who inspire you. You can stimulate your creativity by stepping out of your comfort zone and surrounding yourself with people who support and add to your creative process.

In the book “Mindset” by psychologist Carol S. Dweck, it is debated how our beliefs shape our behavior and growth. While mindsets produce definitive worldviews, people can change by learning new skills. Human beings can be taught to respond in different ways, how to face challenges and think differently.

In "Disrupt You!" Jay Samit says that innovative ideas have the power to transform the world and disrupt the system. For you to unleash a disruptive profile, you need to plan your goals and be susceptible to both internal and external changes.

Okay, but how can I apply this in my life?

- Encourage your creativity: do everyday things differently, change the way you go or come back, sidewalk, write with your other hand, walk backwards, write down your dreams and try to interpret them;
- Do you have children around you (children, nephews, friends)? Encourage their creativity! As you have seen, creativity is essential to the brain's operational performance of little ones;
- Apply mental work at all stages of your life;
- Use technology to your advantage: smartphones and computers are welcome only until they don't lead you to "mental laziness";
- Brainstorm your business, your friends, or even your family... suddenly a great idea comes up!

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