

Don't Be A Gator!

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*"Don't think there are no crocodiles because the water is calm."
—Malayan proverb*

Humans, like alligators and other reptiles, have a brain stem. The brainstem is the part of our brain that controls the fight/flight reaction. Its reaction to newness -- new ideas -- is to eat, attack or run! A sure way to kill creativity in yourself and others around you.

Humans, unlike reptiles, also have a limbic system (responsible for emotions) and a neo-cortex (responsible for logic and thinking). Imagine how much more intelligent, well-reasoned, and supportive of creativity our reactions would be if we shifted from a Gator-brained reaction to one governed by our neo-cortex (the innovative brain).

So next time you find yourself about to kill an idea, shift your reaction to another part of your brain. Unless that newness is a chocolate chip cookie. Then we'd advise you to eat it. Or send it to us!

Later Gator



Training people to innovate for growth
Facilitating effective meetings
New product concepts and strategic planning
Organizational development to foster innovation

*An alligator's reaction to newness
in its environment is to eat it, attack it,
or run from it.*



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