

New KFI Publication: 'The neuroscience of innovation' — Available now!

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Hi all,

I hope everyone's week is going well!

I am excited to share the Korn Ferry Institute's newest publication, *The Neuroscience of Innovation*. In the report, KFI's own Rengin Firat provides a comprehensive look into the process and practice of innovative thinking. The article lays out how innovative thinking happens in the brain, then describes six ways we can unlock and foster it.

We would love for you to read the article when you have some spare time to learn about our insights on innovative thinking. Check it out here: <https://www.kornferry.com/institute/the-neuroscience-of-innovation>

As always, let's share this paper wherever we can. Below, we have included sample language for you to use when posting on your social media accounts.

Let me know if you have questions, and please enjoy the article!

(Shout-out to Gabriela Biagetti and Chloe Carr, our Communications Specialist interns, for helping get this project over the finish line!)

Best,
Annamarya

For Yammer

Imagine you're in a jazz club, and in the middle of the set, the bassist starts to jam on stage, producing such spontaneous yet harmonic riffs. You think to yourself, "How creative. They must have a special skill to be that innovative."

While this may be your understanding now, the Korn Ferry Institute's Rengin Firat explains how innovative thinking can be learned and developed—with patience and practice. In the new report, *The Neuroscience of Innovation*, Firat describes how we all have the capacity to be innovative because innovation is grounded in everyday, ordinary mental functioning.

The Neuroscience of Innovation offers six neuroscience-based strategies for unlocking the principles of innovative thinking in our minds *and* our organizations. With these new insights into innovative thinking, business leaders and professionals can expand their ability to generate new ideas—and therefore, be more successful. To learn how innovative thinking brings more products, better processes, and cutting-edge strategies, read more here: <https://www.kornferry.com/institute/the-neuroscience-of-innovation>

For LinkedIn & Facebook

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#innovation #leadership #neuroscience #futureofwork #management

For Twitter

A new @Korn_Ferry report explains how we all have the capacity to be innovative because innovation is grounded in everyday, ordinary mental functioning. <https://www.kornferry.com/institute/the-neuroscience-of-innovation> #innovation #leadership #neuroscience #futureofwork #management

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Have a project request and need KFI's support? Please fill out our support request form [here](#).

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