

## ≈ SUMMARY ≈

**THE PSYCHOPHYSIOLOGICAL BASIS OF CREATIVITY AND INTUITION:  
ACCESSING “THE ZONE” OF ENTREPRENEURSHIP**

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**Principal Topic**

Successful entrepreneurs are innovators and risk-takers who appear to have an extraordinary ability to know where future business opportunities will eventuate and how to profitably actualize these ventures. The patterns of thought and action displayed by entrepreneurs are thus informed by an unusually high degree of both creativity and intuition.

Research conducted by the Institute of HeartMath has made significant progress in elucidating the psychophysiological basis of creativity and intuition. We have identified a distinct psychophysiological state which appears to enhance creativity and intuitive perception. This state, termed *psychophysiological coherence*, is characterized by a system-wide shift toward increased order, synchronization, and harmony in an individual's physiological and psychological processes. We have shown that the coherent state is naturally activated during the experience of sustained positive emotions. This presentation will describe the physiological and psychological correlates of coherence and discuss how this state facilitates the processes underlying creativity and intuition. Examining creative and intuitive processes as body-wide phenomena, we will give particular attention to the important role played by interactions between the heart and brain.

The second part of the presentation will introduce practical techniques and technology developed by the Institute of HeartMath to help people learn how to self-activate the psychophysiological coherence state at will. In essence, HeartMath techniques enable individuals to systematically access and sustain a psychophysiological state which significantly reduces the “chaotic” mental, emotional, and physiological activity associated with everyday stress and enhances the flow of creative and intuitive processes. These techniques are designed to be used in the stream of daily life and can often bring about an immediate shift which facilitates increased receptivity to intuitive insight. As well, we will discuss how regular practice of these tools over the long term serves to facilitate a “restructuring” process, whereby increased psychophysiological coherence becomes established in the brain and body as a new, familiar baseline or norm.

The learning and effective use of the HeartMath techniques can be greatly facilitated by heart rhythm coherence feedback technology. A new heart rhythm coherence feedback system, called the Freeze-Framer, enables the degree of psychophysiological coherence to be objectively monitored and quantified in real time. By providing objective validation of the coherent state, this easy-to-use hardware/software system enables individuals to quickly become familiar with the feeling experience associated with a shift to an optimal psychophysiological “zone” for enhancing creativity and intuition. In addition to a real-time display of the user's heart rhythm patterns, the Freeze-Framer system comprises a tutorial in the HeartMath techniques, a multi-user database to track progress, and three interactive heart rhythm training modules whose output is controlled by the level of coherence achieved.

The HeartMath techniques and Freeze-Framer technology are currently used worldwide by multinational corporations, government organizations, the military, Olympic and professional athletes, health care organizations, and educational institutions, and have been shown to improve a wide range of health-related, emotional, cognitive, and performance outcomes. These tools also have numerous potential applications in entrepreneurial research and practice. For example, the Freeze-Framer system could be useful as a measurement tool in research on entrepreneurial intuition, as well as in training prospective entrepreneurs to enhance their creative and intuitive abilities.

The presentation will include a demonstration of the Freeze-Framer technology, and at the end of the session we will offer interested conference participants the opportunity to try the Freeze-Framer themselves.

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