CHAPTER ONE

A surprising way to find focus

In the chaos of the modern world, finding focus can feel like a daily battle. Our attention is constantly demanded and divided, and there is more technology to distract us from our work than ever before. But I'm here to tell you that if you want to improve your focus, then you need to make more time for being unfocused.

I know how it sounds. When it feels like there are never enough hours in the day, receiving the advice that you should make time for daydreaming can sound at best ridiculous and at worst infuriating. But if there's one thing I hope this book does for you it is to change this perception completely. In fact, if you put the tools suggested here into practice, I'm confident that it will.

We learn early on that daydreaming is something to be avoided – many of us will have been reprimanded at school

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for looking out of the window or staring into the middle distance. As adults, we often apologize for zoning out of a conversation or activity. The truth is that for most of us, daydreaming is an automatic and involuntary act. Something that happens seemingly by accident, certainly not something we'd ever consider making time or space for on purpose.

But here's the thing. The human brain is both complex and brilliant. Daydreaming isn't a flaw in the system, but a crucial neurological process with a wealth of cognitive benefits. Underestimating daydreaming is much like underestimating sleep – just because you're not directly productive whilst engaging in it, doesn't mean it's not having an impact on your performance elsewhere.

The key difference, of course, is that sleep is not optional. It's something built into all of our routines, and while many of us don't get as much sleep as we would like, no one would suggest we eradicate sleep altogether. Daydreaming is rarely thought of in the same way. In fact, it's rarely thought about at all. This is despite the huge bank of research which clearly demonstrates just how powerful it can be in enhancing our brain function – but before we can get into that, we need to look more closely at our understanding of what daydreaming actually is.

What actually is daydreaming?

How much time have you spent considering the intricacies of the daydreaming process? For most of us, the answer is no time at all. After all, why would you? It is one of the

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characteristic features of daydreaming that it frequently happens without our conscious say so. You don't think to yourself, 'I'm going to daydream now' – instead, you slip into this state, often without realizing it has occurred until something snaps you from your reverie.

Most of us will have a shared understanding of the word 'daydreaming', but that doesn't mean we have a real grasp of its full meaning, culturally or psychologically. By looking more closely at it through both these lenses, we can really dig into why daydreaming is such an interesting and powerful cognitive phenomenon – one which you can put to use to find more success and focus in your life right now.

Of course, as a term, daydreaming is pretty much self-defining. Sometimes also referred to as 'mind wandering', daydreaming is the act of allowing thoughts to run through your mind in a dream-like fashion whilst awake (hence during the 'day'). While dictionary definitions tend to focus on daydreaming as something characterized by escapism or dissatisfaction with the present moment, experts have actually proposed a multitude of reasons why we sometimes spontaneously shift into the mind-wandering state.

A review in the *Canadian Journal of Experimental Psychology* puts forward five possible functions for daydreaming: 1) Future thinking – an exploratory method for considering how a particular scenario might play out, and what action may need to be taken as a result; 2) Creative thinking – considering multiple perspectives and ideas to produce original creative thought; 3) Attentional cycling – the mind's natural need to vary attention levels in order to sustain overall focus; 4) Dishabituation – a

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process where a change in routine or environment reawakens you to something which had become invisible or less noticeable to you due to its regular repetition; 5) Relief from boredom – a way to source entertainment in a mundane moment, or motivation while undertaking a boring task (Mooneyham and Schooler, 2011).

There is also more than likely an evolutionary benefit to daydreaming. Mind wandering frequently involves imagining future scenarios (as mentioned above), and this is a trait which would have been very advantageous to our ancestors. After all, living in the moment isn't exactly conducive to anticipating potential threats! Even so, daydreaming is much more than a happy evolutionary accident, it is actually foundational to our neurological functioning. Understanding it better is the first step towards embracing it as a real technique that can be adapted in order to improve the inner workings of your brain.

Of course, outside of the theories and definitions of daydreaming lie our associations with it as both a concept and activity. The way we think about mind wandering will naturally be coloured by our personal experience. Perhaps you were dubbed a 'dreamer' as a child and so carry around accusatory, negative associations with the word. Alternatively, you might enjoy daydreaming, relishing the chance to indulge imaginary scenarios or entertain future possibilities when given the opportunity.

Our cultural understanding of daydreaming, too, is varied – neither wholly positive nor wholly negative. Many will think of daydreaming solely as the remit of childish, *Alice in Wonderland*-esque fantasy. Meanwhile, others may connect the act to great breakthroughs, such as the

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story of Isaac Newton conceiving of gravity after being stirred from a daydream by a falling apple (and there will be more on the mind-wandering greats in Chapter 3!).

Still, whatever your current associations with daydreaming, I must ask that you wipe the slate clean before proceeding any further with this book. The personal and cultural baggage we attach to a particular concept can negatively impact our ability to engage with it wholly and truthfully. In order to really get to grips with daydreaming and its many possibilities, you need to reconnect with it as a technique with the potential to rewire your brain from the inside out.

Under the lid

So, we understand daydreaming as a concept – but what is actually happening inside the brain when our mind goes a-wandering? It's an interesting question, and one with even more interesting results, thanks to a number of scientists who have attempted to tackle it in their research.

While we're often aware of the normal mental shifts that we go through any given day – whether that be moving between sleep and waking, or simply the natural ebb and flow of our mood – our brain continues to run expertly and continuously in the background. Whether we're privy to it or not, the quality of these neurological processes can have a big impact on our behaviour and perhaps, more importantly, on our focus.

Luckily for us, a number of scientific studies have already taken a look inside the human brain so that we can

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see and understand exactly what's happening under the lid when we daydream. Spoiler alert: it's not just tumbleweeds blowing around in there!

One such study was undertaken by the University of British Columbia (UBC) in 2009, and this played a huge role in changing perceptions of daydreaming from a neuroscience perspective – reshaping our understanding of its cognitive purpose and role. Led by Professor Kalina Christoff, the researchers from UBC set out to understand what was going on inside the brain during periods of mind wandering, placing subjects inside fMRI scanners (a brain imaging tool) and having them perform simple routine tasks – live tracking their attentiveness, as well as their performance on the assigned tasks (Christoff et al., 2009).

While the researchers had expected to see a decrease in brain activity during periods of inattentiveness, they soon discovered this was not the case. Instead, their results showed that the brain's default network (associated with easy, routine and introspective mental activity) was not the only part of the brain active during daydreaming sessions as had first been predicted. Instead, their results indicated that the executive network (associated with high-level, complex problem solving) also lit up during periods of mind wandering.

The study ultimately concluded that daydreaming is an important cognitive state which may play a crucial role in not only creative thinking, but also in problem solving (as indicated by the activity detected in the brain's executive region). This, of course, completely disrupts our surface-level perception of daydreaming as a form of unproductive, circuitous mental play. Instead, it suggests that the periods

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of inattentiveness we all experience are actually crucial to our ability to find solutions to complex problems in daily life.

This research also suggests that – from a cognitive perspective – the focused and unfocused minds operate in very different ways. During periods of concentration, we can think of our focus as spotlight – other parts of the brain power down to allow our attention to be intensified, highlighting what's in front of us. By contrast, the daydreaming mind is like a soft ambient glow, allowing other areas of the brain to connect in ways that simply aren't possible when we're using our full attention.

In many ways, we are like the devices we use day in day out; the longer we're switched on, the quicker we run out of battery. Of course, many of us will have experienced this anecdotally in our own lives. After a long day of work, it is not unusual to feel that our brain is fried or worn out. The irony is, we're much more likely to push on with work when we're facing problems, than when things are going well. Yet, the above research from UBC suggests this might actually be the worst thing we can do – with innovative solutions much more likely to bud and grow in the soft, connective light of the unfocused brain.

Of course, this fact is perhaps not as surprising as it may seem. Ask people where they get their best ideas, and you rarely hear 'at my desk' or 'in a meeting' – instead, inspiration seems to strike at random and even inopportune moments. No wonder common visualizations depict creativity as a bulb turning on or a bolt of lightning from on high.

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Here are just a few of the answers I regularly receive when I ask people where their best ideas hit them: in the bath or shower; commuting to or from work; out on a run or a walk; falling asleep or waking up; cooking, washing up or doing other chores; idling or relaxing on a lazy day. Of course, the one thing that connects all these activities is that they are moments primed for daydreaming. Given the above research, we now know this is far from coincidental.

Creativity – a skill, not a trait

Creativity is one of the most coveted qualities in the world. You only need to look at the World Economic Forum's 'The Future of Jobs' report to see evidence of this – with 'creative thinking' ranked alongside 'analytical thinking' as the top skills for workers of the future (World Economic Forum, 2023). That's not to mention that of the 50,000 'most needed' professional skills outlined by LinkedIn, creativity is positioned at number one (Petrone, 2018)

But creativity is more than just a pathway to success – it gives us a sense of purpose and joy in our work. When we're able to utilize creativity in our daily tasks we feel more connected to the importance of what we do. It also improves the quality of our work in more indirect ways. While you might associate creativity solely with idea generation, true creativity can also inspire you to rethink your routine and overhaul your work processes. Inspired action and strategic insight are just a few of the less-talked-about benefits of being a creative thinker.

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In this way – and many others – creativity naturally lends itself to enhanced focus. It allows us to better enjoy the work we do, and engage with it in novel, innovative ways. Needless to say, this is something we could all do with a little more of in our working lives. Yet, so many of us think of our creative ability as fixed, and even for those who don't, finding a strategy to actually boost creativity can be daunting.

It's important to note that creativity is not a mystical trait bestowed on us by the muses. Instead, it is something we can train and strengthen through both practice and use. I often find that an erroneous perception of creativity as some elusive talent is what keeps people from making more time for it. That's why it's so important to emphasize that there is no good evidence to suggest creativity is something we inherit genetically.

However, scientists have been able to uncover certain genetic traits that might indicate a propensity for creativity. One such trait is brain plasticity – this refers to the brain's ability to grow and organize its neural networks. This plasticity can be linked to creativity because it is what enables us to learn and grow (and our ability to adapt to change is a fundamental part of innovation).

One genome-wide study published in the National Library of Medicine did find that an increased presence of particular gene clusters may heighten a person's brain plasticity, but what is telling is that this genetic trait does nothing to guarantee creativity as a result (Ukkola-Vuoti et al., 2013). Meanwhile, another scientific study found some evidence that duplicate DNA strands can be tied to serotonin-producing genes (Kraus et al., 2014). This is

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significant because serotonin (a neurotransmitter) increases connectivity in the brain, improving awareness, perceptiveness and internal thought. Still, neither study was able to make a compelling case for creativity as a primarily biological trait.

In other words, in the instances of both of these studies, the genetic traits explored can go some way in indicating creative potential, but do nothing at all to guarantee it. Equally, when we consider the many creative geniuses to have walked the earth, the chances that all of them possessed these genetic traits are practically impossible. The learning to take from this is that creativity is not like being able to roll your tongue – something you either can or can't do – but a complex characteristic that can just as easily be nurtured through our actions.

Indeed, the research on techniques that can be employed to boost creativity is plentiful and persuasive. Everything from curiosity to regular walks can have an impact on your creative ability (Weir, 2022). Still, the most overlooked creative technique of them all has to be mind wandering. While other science-backed recommendations are certainly helpful, daydreaming is easy to practise and highly repeatable – allowing you to access the subconscious mind where ideas brew and develop.

Ultimately, daydreaming organically increases our propensity for creative thought, while simultaneously facilitating recuperation time for our overworked brains.

The problem is, in our fast-paced environment, we're doing less and less of it.

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The great variety of our brains

That we are all different is one of the truly wonderful things about being human. Everyone has a unique perspective based on their own experiences. Naturally, this means our brains are also different. Even so, creativity is one trait that is native to humans more broadly. The very fact we daydream in the first place – that we're capable of imagining things that haven't happened – speaks to our inherently creative nature. This applies equally to neurotypical brains as it does neurodivergent ones.

But what is neurodivergence? It's a term you may have heard before – and indeed something that, on a cultural level, we are becoming more aware of in general. In the simplest of terms, our neurological 'make up' refers to different brains' different ways of arranging and/or processing information. The average person has certain commonalities in their neurological make up, which is why we refer to them as 'neurotypical'. For some, however, their mental processing falls outside of these parameters in such a way they might be classed as 'neurodivergent' (ND).

The term 'neurodivergent' is an umbrella term, usually used in a non-medical sense, that describes individuals with variation in their mental functions (Gregory, 2022). People with neurological conditions such as Autism Spectrum Disorder (ASD) are considered neurodivergent, as well as people with any developmental condition, such as Attention Deficit Hyperactivity Disorder (ADHD) and Obsessive-Compulsive Disorder (OCD). Quite simply, neurotypical people process information in similar ways, whereas neurodivergent people may process it in other

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ways, which may lead to notable differences in learning or working styles.

The concept of neurodivergence is attributed to sociologist Judy Singer who, in 1990, challenged the conventional ideas surrounding what is considered to be 'normal' and 'abnormal' cognitively. As someone with ASD herself, Singer was aware of just how different each brain can be and how everyone has a unique set of abilities and needs. Singer's aim, then, was to explain how neurodiversity offered society an opportunity to learn about the people whose brains function differently, and the value they also brought to society.

However, despite the obvious positivity with which Singer approached the topic of neurodiversity, this enthusiasm was sadly not always reflected by others at the time. Often, neurodivergent individuals were underrepresented and very much misunderstood in the media, with their neurological differences seen as a limitation rather than an opportunity for variety and nuance.

Unfortunately, neurodivergent individuals are still sometimes misunderstood. Yet the reality is, when ND individuals experience challenges in one area it almost always allows for extra insight in another. For example, an individual with dyslexia may have issues with text when reading and writing, but the neurological difference that produces this effect is the same difference that makes that same dyslexic individual better at spotting patterns (Medlicott, 2023).

Similarly to neurotypical individuals, neurodivergent individuals are also in danger of burnout and the always-on Busy Fool Syndrome (BFS) way of working in today's

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culture can be even more limiting and harmful to neurodivergent individuals.

For example, work is typically completed within certain hours of the day, with 9 am–5 pm still in place as the most dominant office model. This basic timeframe might work well enough for neurotypical individuals, but a set amount of allocated working hours can be much more challenging for neurodivergent individuals. Those with conditions such as ADHD work in short bursts of energy and, due to the intensity of this short-burst work, within this time they can often achieve as much as a neurotypical person might throughout a typical working day. Set working patterns can be harmful to ND individuals and can lead to burnout, so it is important that changes be made in the work environment, such as flexible hours, to improve the quality of work for ND individuals. Of course, with flexible hours should also come the inclusion of regular breaks and the option to work at a pace that suits each individual, rather than mindlessly accepting that constant busyness is the route to success.

Just as there is no 'right' or 'wrong' way for our brains to operate, there is no 'right' or 'wrong' way to be creative either, and it is certainly interesting to consider the different ways a brain can think creatively, especially in the case of ND individuals. More specifically, it is interesting to note the differences in the process of daydreaming in those who are neurodivergent. For example, Ingela Visuri studied how individuals with ASD daydream, noting that they were less constrained by social norms. Individuals who took part in Visuri's study reported that by

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daydreaming – allowing themselves to partake in imaginary experiences – they were able to get creative and process information in a private mental space removed from societal expectations (West et al, 2022). Individuals with ASD felt that, by daydreaming and existing in imaginary experiences, they could practise their creativity more freely without being concerned about the pressure of real interactions. Studies have also found that individuals with ASD can produce ideas that are, on average, more original and unique than neurotypical individuals. Of course, neurotypical people can similarly uncover more creative ideas by moving beyond the limitations of social expectation.

In fact, individuals with ASD were further proven to come up with more novel, creative ideas than neurotypical individuals with the Alternate Uses Test, which asks participants to come up with as many unusual uses as they can for everyday objects, such as a paperclip (West et al, 2022). Individuals with ASD excelled at converging many different ideas into one theme or pattern, known as convergent thinking. It was also speculated that individuals with ASD rely less on semantic associations so, when it came to participating in the Alternate Uses Test, they could produce more original and novel ideas. Of course, individuals with ASD are just a part of the neurodivergent community, but the takeaway message is still clear: everyone's brain is wonderfully different and capable of wonderfully different ideas. The more differently we look at things, the better we can come together to create novel ideas and inspire each other.

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Bored of boredom

When was the last time you felt bored? For many of us, boredom is something we experienced most prominently during adolescence and childhood. Stuck inside on a rainy day, for example, or languishing throughout the endless summer break. While we may have resented these dreary periods back then, there's good evidence to suggest these times were actually crucial to the development of our brain and creative ability (Bench and Lench, 2013).

Of course, boredom is something we still occasionally experience in adulthood. Or at least it used to be. As already touched upon in the introduction, our current culture is replete with not only technological devices but options for constant entertainment. Moments that might once have ushered in the slow creep of boredom – simple activities like standing in line at a shop or walking round the corner – today have become increasingly scarce.

Between podcasts, audiobooks and music, there are endless options to fill every second with ceaseless noise. Whether it's our commute to work or doing the washing up, there is no longer an obligation to be alone with our thoughts. The problem is that being constantly entertained – from a neurological perspective – is pretty similar to being constantly engaged. Without the prompt of boredom, we have much less reason to enter the daydreaming state.

Today, when waiting in a queue, we don't stare idly off into the distance but peruse our phones – enabled to do anything we feel like, whether that be shooting off emails or scrolling social media. Where once there may have been

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'nothing to watch on the telly', we now have access to a suite of streaming services with millions of films and TV shows available at all times of the day and night.

And it's not just the entertainment economy driving these changes. Tech has also improved the efficiency of daily life – today you are much less likely to be left on hold for hours at a time, with customer service often available via live chat 24/7 thanks to the rise of Artificial Intelligence (AI) (and there will be more on the implications of AI later). When you need to check a fact or the definition of a word, you don't need to dust off a dictionary or encyclopedia anymore, you can simply access a search engine and find the answer you're looking for within just a few seconds.

On the surface, all of these changes sound like good things. Our lives have become easier, and our options for both information and entertainment more plentiful. The problem of course isn't the benefits – of which there are many – but the way it has altered our overall behaviour. The social and cultural conditions of modern life are sadly robbing us of organic opportunities for daydreaming.

You and the attention economy

It won't surprise you to hear that today, our attention is an extremely valuable resource. And it's valuable not only to us as individuals, but also to the numerous tech companies jockeying to win our focus. These days we are not merely 'customers' but 'users'. This shift has led to the rise of the 'attention economy' – supplanting the

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'information economy' which existed before it – with many more demands on our attention than we could ever possibly entertain.

DEFINITION OF THE ATTENTION ECONOMY

'The attention economy is the collective human capacity to engage with the many elements in our environments that demand mental focus. The term reflects an acknowledgement that the human capacity for attention is limited and that the content and events vying for that attention far exceed that capacity.'

Definition taken from WhatIs.com (Wigmore, nd).

As a term, 'attention economy' was first coined by psychologist, economist and Nobel Laureate Herbert A. Simon. He observed that when information is abundant, our attention is the resource that becomes most scarce (and hence valuable). As he puts it: 'A wealth of information creates a poverty of attention' (Hyland, 2023).

Is it any wonder people are struggling to find focus, when an entire economy has been founded on the race to divert and syphon off our attention? So many of us have become addicted to the salve of constant connection and amusement facilitated by technology. This inevitably interferes with our emotional regulation, which is a key part of our ability to find motivation, stay on task, and ultimately produce good work.

It doesn't help, of course, that our device use is almost entirely integrated with our day-to-day life, with one

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survey finding that 89 per cent of Americans check their phone within the first 10 minutes of waking up (Wheelwright, 2022). Throughout the day, the average person will check their phone a further 85 times (Andrews et al., 2015). This is far from ideal behaviour when you consider it takes roughly 23 minutes for a person to refocus every time they are distracted (Mark, Gudith and Klocke, 2008).

While we may tend to think of willpower and motivation as abilities within our control, they are actually complicated qualities that can be actively curtailed by the proliferation of devices present in our daily lives. Over time, we have become conditioned to feel excited when we hear our phones ping (Duke and Montag, 2017). And it doesn't end with just notifications – even having our phone within view can worsen our ability to get stuff done.

A study published in the University of Chicago Press undertook two experiments to measure how our concentration is influenced by the presence of a smartphone. With a sample size of nearly 800 people, participants were asked to perform tasks that measured cognitive capacity – with some people asked to place their phones in close proximity to themselves (for example, face-down on the desk) and others asked to put their phones out of sight in a bag or another room. The results were decisive – participants with their phones in clear view performed worse on the given tasks (Duke et al., 2018).

Of course, it's important that we understand the context of what we're up against – but do not be disheartened. Knowing the many ways in which the current attention economy can impede our focus can also relieve us of some

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of the guilt that frequently worsens the vicious cycle of procrastination. The other good news, of course, is that when used correctly daydreaming can offer an ejection seat-style escape from the current always-on culture that keeps us locked into Busy Fool Syndrome (BFS).

Focusing on the solution

'Focused' daydreaming probably sounds like something of an oxymoron. How can you be intentional and focused whilst engaging in something that requires your mind to wander freely? Well, as strange as it may sound on first encounter, 'focused daydreaming' is the term I have developed to describe the technique I believe has the power to help you achieve clarity, creativity and success at work.

I will cover at length the specifics of what focused daydreaming is, and how it can be applied to retrain your brain. But, before we proceed any further, please allow me to briefly outline the basics of this technique and the theory that sits behind it.

I've picked the term 'focused' to indicate that this is a technique that should be applied specifically, but also to refer to the process of gathering information to hone the creative energy of your daydreaming sessions (more on this later). While daydreaming certainly has its benefits as a naturally occurring cognitive phenomenon, to really reap those benefits in a meaningful way we need to bring purpose into the overall process.

Our daydreaming mind is an idea incubator. But in order to focus this creative energy, we need to give our

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subconscious some dots to join. There are a number of ways of doing this, and those different methods will really depend on what you're working on, and what your overall goal is. For example, on an average workday, taking a few brief, pre-planned focused daydream breaks might be enough to keep your creative momentum going. Alternatively, when working on a big creative project or combatting a particularly thorny problem, more legwork may be required.

Let's go back to that incubator metaphor for a second. Your daydreaming mind can shine the warm light required to grow your best ideas, but if you're not being specific with the seeds you plant don't be surprised if the flowers that bloom are ultimately random and varied. I know what you're thinking: but how can I control what ideas come to me? And while there will always be an extent to which you can't, there is at least a way to influence the direction of your creative mind. We do this through the information we consume and engage with.

You can sort of think of this as sourcing inspiration – the only difference is you shouldn't worry about being hit with ideas during the process. Instead, this presents a way of loading up your subconscious mind with the details of the area you're looking to get creative in. That might mean reacquainting yourself with all the specifics of a challenge you're facing, doing some competitor research, or even creating a mood board.

The basics of the focused daydreaming process can be boiled down to the following three steps:

1 Find your focus. For your daydream session to be productive, you should have an intention in mind. That

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might be to uncover ideas for a new campaign or find a solution to a tricky problem – either way, know your desired outcome.

2 Information for inspiration. With your area of focus decided, immerse yourself in this subject – this will fuel and focus the subconscious mind, providing inspiration for breakthroughs when daydreaming.

3 Activate the daydream state. Enter the daydreaming state via your preferred technique (suggested techniques to come later on). When ideas naturally occur, capture them and walk away armed with innovative solutions and recharged mental batteries.

While we'll cover the details of how frequently you should schedule in focused daydreaming sessions and the best way to enter the daydreaming state later on, what's important to know now is that this is an incredibly simple technique that has real power to address the issues outlined in the next chapter. Ultimately, focused daydreaming is like a factory reset for the brain, restoring clarity and clearing the way for both daily and big picture success.

Summary: embracing daydreaming to foster focus and creativity

We have learned daydreaming, an often-underestimated natural cognitive process, can play a pivotal role in enhancing our brain function. While it's considered a habit to avoid, the cognitive benefits associated with daydreaming give it a similar importance to that of proper sleep. Both sleep and daydreaming are fundamental neurological

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processes essential for rest and increased productivity. Like sleep, daydreaming should not be seen as optional, but built into our routines as something steadfastly important.

Daydreaming allows thoughts to run freely in our minds, often without our conscious control. There are a number of possible benefits to its existence, as it gives us time for future and creative thinking, attentional cycling and relief from boredom. It also has benefits from an evolutionary perspective as it involves imagining future scenarios, something which would have proved advantageous to our ancestors.

It's also essential to understand what happens inside our brains when we daydream. Scientific studies demonstrate that during a daydreaming session, not only is the brain's default network (associated with routine mental activity) activated, but also the regions associated with problem solving. It seems, then, that daydreaming might play a more important role, not only in idea generation but in also finding solutions.

Creativity, a quality intrinsically linked with daydreaming and the key skill of the future, is not merely an inherited trait. It's a complex characteristic that can be nurtured through actions, including daydreaming itself. Given the high demand for creative thinking in today's bustling world, daydreaming can prove an effective tool to boost creativity and focus.

However, the increasing technological advancements and the rise of the attention economy demand continuous engagement, limiting opportunities for organic daydreaming. Our devices keep us perpetually connected and entertained, creating a constant need to shift and divide our

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focus without natural respite. As a result, we lose the precious and naturally

occurring opportunities to daydream, indicating an urgent need to deviate from today's always-on culture.

And so, we put forward ‘focused’ daydreaming as a suggested technique to redirect our focus and deal with the information overflow. This tool involves having a specific intention, immersing oneself in that subject, and activating the daydream state in order to get creative. This process not only enriches our subconscious minds with details of the area we seek to creatively explore but also helps generate innovative solutions by allowing the whole of our brain to light up and connect in an ambient, daydreaming glow!

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