

Daydreaming At Work Makes Us Better Problem Solvers

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Business Insider:

Entrepreneurs might be especially focused on productivity, but despite your best efforts to concentrate on your business, you're probably not awfully consistent at it.

You are human, after all, and various scientific studies have found most people spend between 30% and 47% of their waking hours daydreaming.

Your response may be horror that between a third and a half of you and your employees' workdays are spent gazing out the window or pondering their next vacation. But reserve judgment. A recent post by Jonah Lehrer for his *New Yorker* science blog, Frontal Cortex, explains that not only have scientists confirmed humans are incorrigible daydreamers (yes, even hard-nosed business owners), but also uncovered that this seemingly useless activity actually has an important function.

A forthcoming paper in *Psychological Science*, from a research team led by Benjamin Baird and Jonathan Schooler of the University of California at Santa Barbara, demonstrates how daydreaming can be useful.

Read the whole story: [Business Insider](#)