

Can Neuroscience Explain Innovation?

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Forbes:

We continue our conversation with Janet Crawford, a pioneer in applying neuroscience to improve business performance. In today's part, we discuss the interplay between human biology and innovation. To read .

Can you give an example of how biology affects the innovation process?

Sure. There are two main areas where biology affects innovation. First, human neurology is built to resist change. After all, if we're alive, most of what we've done to get here has worked! In order to conserve the status quo, the brain generates feelings of discomfort when we try new things or attempt to change. This is counterbalanced by other systems, driven by dopamine, that reward exploration and discovery.

Read the whole story: [*Forbes*](#)