

## Beyond Creativity to Effectiveness By George M. Prince

**Recent developments in brain research and quantum physics, combined with Synectics® studies of human reactions in groups, clarifies the key role of *emotional safety* in governing effectiveness.**

Emotional safety is as basic to my operations as physical safety. To protect my physical and emotional safety, I continually scan the information fields around me, and the information field within. Discoveries in quantum physics have taught us that the wave or information element is a field, something like a magnetic field. This field of information tells the physical element or particle what to become—how to interact with the other wave/particles around.

My physical self is analogous to the particle; the field of information within and coming to me from outside guides my operations—my actions.

In the rational Newtonian belief in cause and effect we had a lot of faith in the rule of reason and the reliability of prediction. In the new worldview we are coming to appreciate the enormous influence of emotions on thinking and acting.

As we have learned more about the physiological 'facts of life' of how the brain determines the *meaning* or *significance* of events, we have awakened to the crucial impact of fields on effectiveness. As my amygdala (the primitive 'nose brain') scans all incoming information from my senses, it is powerfully influenced by my internal field. Depending on my past experience, I am more or less easily threatened. When my amygdala senses threat to my meaningfulness—my emotional safety—it triggers rising anxiety and a shot of adrenaline as I prepare to fight, freeze or fly. As the level of anxiety rises, my resources for thinking close down.