Everyone is born creative, but many people lose confidence in their creativity as they age. The good news is that their creative potential is still there, dormant but waiting to be exercised. Daniel Pink, in his book, A Whole New Mind, writes that cultivating right brain skills is imperative for both individuals and the nation’s economy. Pink emphasizes the importance of integrating left- and right-brain thinking. Dr. Bruce Smith teaches creativity in the School of Journalism and Mass Communication at Texas State. His entertaining multimedia presentation will offer an overview of thinking about creativity, including Daniel Pink’s bestselling book on the subject.