



# Higher Creativity: Liberating the Unconscious for Breakthrough Insights

*Willis Harman, Howard Rheingold*

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Insight is the mind's magic in action, solving problems, understanding relationships, creating new images—with a speed and certainty unavailable to ordinary consciousness.

Breakthrough insights go even further. They take a quantum leap beyond ordinary creativity and our previous ways of looking at things—to a whole new method of resolving our difficulties.

Almost all of us have experienced such moments in relation to work oriented or personal problems, and wish we could have them more often—in fact, we can. According to Willis Harman, Ph.D., president of the Institute of Noetic Sciences, and Howard Rheingold, human behavior columnist for *Esquire*, the main reasons we fail to have this kind of breakthrough experience more frequently are that we don't believe we can, and we don't apply the known techniques which can generate these insights.

In *Higher Creativity*, the authors discuss this self-imposed limitation and argue persuasively for an enlarged image of everyone's creative potential. They examine the secret history of inspiration through contemporary and historical accounts of profound creative breakthroughs, and finally they describe a surprisingly simple and reproducible sequence that has often triggered these insights for outstanding innovators in business, science, and the arts.

These apparently *special* people became special by harnessing, sometimes quite accidentally, the awesome power of the unconscious in the service of higher creativity. Following their example and using historically validated procedures for reprogramming the unconscious, you can learn to capture the lightning for personal breakthrough in your own life.

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