

GENIUS MODE RESEARCH

CREATIVITY SUPPORTS LEARNING THROUGH ASSOCIATIVE THINKING

Luchini et al, (2025). Creativity promotes learning through associative thinking. NPJ Science of Learning (10) 42, doi.org/10.1038/s41539-025-00334-1

ESSENTIAL QUESTIONS

Increased creative thinking skills are known to be associated with making novel connections. Can this be shown to increase student abilities on learning tasks that involve making new connections?



KEY TAKEAWAYS



- No previous research has shown a direct link between creativity and learning.
- Test subjects who **scored higher on creativity tasks** (creative writing, drawing, word associations) **then showed better recall on learning tasks** (such as foreign language vocabulary) after 24 hours.
- Students **only** performed better when **overtly instructed** to use creative thinking skills.
- After controlling for general intelligence, associative thinking (creative thinking tasks) fully accounted for the relationship between creativity and learning when the creative thinking was **intentional** and not spurious or incidental.

DOS AND DON'TS

DO explicitly teach creative thinking concepts, skills, and routines. *These are perfect bell-ringers or class warmups!*

Do emphasize routines that involve connection-making and curiosity.

Do practice creativity routines regularly, so students are ready to deploy them intentionally when it matters.

Don't limit creative thinking to "the arts." Associative-thinking routines are useful in every academic area. Associative thinking is the underlying thought process behind almost every scientific breakthrough!

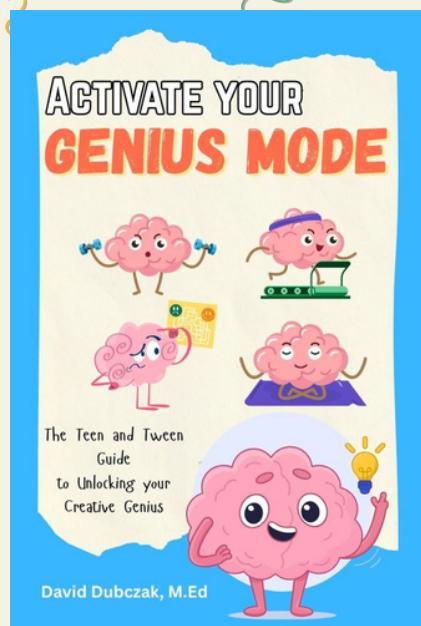


GENIUS MODE CONNECTIONS



Genius Mode connection-making routines include Far Analogies, Random Image Brainstorming, and word webs. **Intentional, planned, and structured divergent thinking tasks** also work well, such as combining and building, seeking wild and unusual, and reserving judgement.

The Genius Mode emphasizes the importance of **growth through consistent and intentional practice** and the planned integration of creative thinking routines. This study shows that increasing these thinking abilities increases our ability to learn. It must be **practiced!**



Reviews Say:



Empowering, Entertaining, and Perfectly Designed for Tweens & Teens! "Activate Your Genius Mode is a creative powerhouse of a book that speaks directly to young minds in a way that's equal parts hilarious, encouraging, and deeply practical."

YOU NEED THIS BOOK! I feel this book will enable me to explain and get them to not be so afraid of giving a "dumb" answer... I loved this book and can NOT wait to use it in my classroom in just a few weeks!!"

John Hattie's research of educational practices shows **Creativity Programs** and **Problem-Solving Programs** can increase learning by more than one year per academic school year! Perfect for a method that can be applied to any subject.

Is smart something you're born with?

Genius isn't a birthright. It's a habit you can train.

Activate Your Genius Mode shows teens and tweens (and the adults who guide them) how to turn creativity from something you wait for into something you can **do on demand**. Drawing on brain science and proven psychology, this fast, practical guide teaches the three core skills every creative thinker masters:

- Divergent thinking to generate bold options
- Convergent thinking to choose the best ones
- Planning to turn ideas into real results

Inside you'll find:

- A **30-day Creativity Bootcamp** with bite-sized daily reps
- The **Creative Problem-Solving (CPS) process**, used by psychologists and innovators to get reliable ideas fast
- **Activities, worksheets, and stories** that make the science stick—and the practice fun
- Additional online free resources only for those who purchase the book, including printables, videos, lesson plans, and more.

You'll walk away able to beat blocks, make better decisions, and ship your best ideas—whether you're a student, teacher, parent, or professional problem-solver.

Creativity isn't something you're born with. It's something you build.

Open the book. Flip the switch. Activate your genius mode.

Buy at www.DavidDWriter.com/GeniusMode

I love training teachers! Contact me at david@conjunctionmedia.com to learn more.