



# Immersion Enhances Creativity And Innovation

212-Careers

Immersion is a devotion to total engagement. You are fully involved mentally and possibly physically. You give yourself over totally to a process or experience. Since your attention is not distracted, this can be an eye-opening experience.

You discover creative possibilities you may not have spotted with a distracted mind. That happened to Henry Ford, who changed how the automotive industry built cars.

## **Henry Ford's Failure**

Henry Ford innovated the automotive industry with the assembly line. It didn't happen before he went broke five times and declared bankruptcy. However, he didn't let those failures keep him from succeeding. He was immersed in doing something special with his life, and his total engagement in his vision unleashed his creativity.

On a visit to a Chicago meatpacking plant, Ford observed how conveyor belts streamline manufacturing processes. He noticed carcasses being moved from one workstation to another by hooks suspended from the ceiling.

Each employee was asked to do one specific task. They were immersed in that single task and nothing else. Since they had no distractions, that singularity of focus improved productivity.

Henry Ford borrowed the ideas of conveyor belts and single-tasking from that experience and introduced them to the automotive industry in 1913. Within two years of implementing the process, Ford Motor Company was cranking out 25 cars each day. The previous record for making a single car was 12 hours and 13 minutes.

Henry Ford suffered financial setbacks but didn't lose focus on his goal: to make cars affordable for the average middle-class American citizen. He was immersed mentally in achieving that goal, and his curiosity allowed him to see success where others wouldn't have.

He engaged his mind on a single goal, which made him an innovator in the automotive industry. He accepted fresh ideas on an old problem, and vehicles today are still manufactured on assembly lines.

Immerse yourself in your experiences. Give yourself over to a full sensory engagement. Push away distractions and focus on the goals you want to achieve and the simplest of daily experiences.

You might not be the most creative person. Perhaps you have always looked at learning in a traditional way. When you immerse yourself in a task or achieve a goal, don't be surprised if your creativity is unleashed. You can unlock fresh ideas by dedicating your full mental energy to a single task or experience.



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