

# Brain Micro-Briefing

## Neuroscience, Creativity & Designing Your Ideal Future



We're delighted to welcome Doris Kavcic - entrepreneur, real estate expert, and passionate advocate for neuroscience - as a columnist in Society Marbella.

Best known as the founder of "Vitalux", Residencias Lujosas Vitalux, and our April cover star, Doris brings a unique blend of business acumen and scientific insight to the world of luxury living.

In her 'Brain Micro-Briefing' column, Doris will explore in selected issues the fascinating connection between brain health, psychology, and everyday life, offering thoughtful reflections and practical tips to help you nurture both mind and lifestyle.

Vitalux.es  
info@vitalux.es  
T: +34 - 630 565 473  
@vitaluxbydoris

Lately, neuroscience is trending, and it feels like everyone is trying to "hack" their brain. Through my Neuroscience training, I've learned how our brains are shaped by both biology and life experiences. This understanding has helped me embrace my uniqueness at every stage of life.

### Neuroscience & Creativity: Designing Your Ideal Future

Creativity is often seen as something artistic or inherent, but neuroscience offers a deeper perspective: it's the brain's ability to shape itself based on what we expose it to. By making conscious choices about what we feed our minds, we begin designing our own future. Proactive creativity requires vision, a clear mental image of the life we want. This helps our brain recognize opportunities and navigate toward the desired future. Creativity means freedom. It enables us to activate various neural pathways and apply them in unexpected ways. It's about interpreting, adapting, and shaping our reality, not just reacting to it.

### Rethinking Creativity: It's Not Just About Talent

Many of us grew up believing that creativity is a special gift, limited to a few. But real creativity isn't just about talent; it's about persistence, resilience, and believing in yourself. Successful creators have a unique ability to recognize and act on opportunities. Research from Harvard University also shows that creative thinking is connected to specific brain networks, confirming that creativity is a skill we all possess and can develop.

### Here's the Neuroscience Takeaway:

Remember, creativity isn't confined to the arts. It's about shaping your life and taking ownership of your future. By applying Neuroscience to both life and business, as I do in my own Real Estate Business Vitalux, we unlock opportunities and shape our future. Most importantly, remember - you are already creative!



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By Doris Kavcic from

**VITALUX**  
RESIDENCIAS