



## Create Like Da Vinci & Innovate like Edison

### Session Details

Faculty: Mr. Michael Gelb Date: Wednesday, January 23, 2019

Location: DoubleTree by Hilton Hotel Cleveland - Independence Sign In: 8:30 AM  
6200 Quarry Lane, Independence, OH 44131

Phone: (216) 447-1300 Session: 9:00 AM - 4:00 PM

### Session Description

This dynamic, highly-interactive program brings da Vinci's genius to life through fascinating biographical and historical information, setting the stage for an introduction to seven principles for thinking "a la Leonardo." Leonardo was probably the most creative person who ever lived but Thomas Edison is history's greatest practical innovator. Personal success and fulfillment requires you to learn how to think like an innovator; and, for your organization to be successful, innovation is now more important than ever.

### Biography

MR. MICHAEL GELB is the world's leading authority on the application of genius thinking to personal and organizational development. A passionate student of the Renaissance and the nature of genius, Gelb ignited the current fascination with all things Da Vinci with his How to Think Like Leonardo Da Vinci: Seven Steps to Genius Every Day. How to Think Like Leonardo has been translated into 25 languages and has appeared on the Washington Post, Amazon.com, and the New York Times best seller lists. Gelb's 2004 release, Da Vinci Decoded, and his recent Sounds True audio program The Spirit of Leonardo taps into the seven Da Vinci principles outlined in How to Think Like Leonardo Da Vinci to show readers how to cultivate spiritual intelligence. His passion for applying genius thinking to personal and organizational development is also expressed in his Harper Collins release Discover Your Genius: How To Think Like History's Ten Most Revolutionary Minds. In 2003, he was awarded a Batten Fellowship by the University of Virginia's Darden Business School. Gelb is also author of Innovate Like Edison: The Success System of America's Greatest Inventor co-authored with Sarah Miller Caldicott, the great grand niece of Thomas Edison.

### Guide to Participant Selection

Department	Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Or	Plng	Pchsg	R&D	Sales
<b>Senior Executive</b> (Pres. Exec & Sr VP)	3	2	2	3	3	3	3	2	2	3	2	3	2
<b>Executive</b> (VP & Gen'l Mgr)	2	1	1	2	2	1	2	2	1	2	1	2	2
<b>Senior Managers</b> (Div & Reg. Mgrs)	1	1	1	1	1	1	1	1	1	1	1	1	1
<b>Middle Managers</b> & Superintendents	1	3	2	1	1	3	1	1	3	1	3	1	1

## Time Allocation - Topics

**50%** Inspiring lecture, story-telling, introducing principles/competencies and their application. Introduction of the 7 DaVinci Principles and 5 Edison Innovation Competencies. Brief biographies and historical context for both geniuses. Identification of parallels between DaVinci and Edison and their implications for developing creativity and innovation

**20%** Individual exercises focusing on application of principles Practical exercises in memory development, idea generation, creative problem-solving, goal-setting.

**20%** Small group discussions and brainstorming.

**10%** Spontaneous creative adaptation based on the flow of the day

## Focus

### **Primary - Leadership Development**

Adaptability, Creativeness, Decisiveness, Judgment

### **Secondary - Planning/Organizing**

Problem Identification, Evaluating Alternative Solutions, Selecting and Organizing Information, Analysis

### **Tertiary - Executing/Controlling/Evaluating**

Decision Making, Direction

## Level

Introductory

Intermediate

Advanced

FOR REGISTRATIONS PLEASE CONTACT: **Cindy Smith**

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