



CREATE LIKE DA VINCI & INNOVATE LIKE EDISON
with Michael Gelb
\$475 (US) per person

VIRTUAL SESSION (3-HOUR)

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What if you could call on history's greatest genius, Leonardo da Vinci, to be your personal mentor in cultivating the ability to think creatively, embrace change and accelerate learning? 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. Thomas Edison invented the rigorous, disciplined process of innovation. In addition to creating the world's first Industrial Research and Development laboratory, Edison was also a master at promoting a culture of innovation. Moreover, he understood that the principles of personal success and organizational innovation go hand-in-hand. 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.

MICHAEL GELB

Michael Gelb is a pioneering practitioner and thought leader in the fields of creative thinking, executive coaching and conscious leadership. He is the author of 17 books including *How to Think Like Leonardo Da Vinci*, *The Art of Connection* and *Mastering the Art of Public Speaking*. Michael's books have been translated into 25 languages and have sold more than one million copies.

In 2003 Michael received a Batten Fellowship in Innovation from The University of Virginia and co-directed the acclaimed Leading Innovation Seminar at the Darden Graduate School of Business for more than 10 years. In 2020 he was invited to become a Senior Fellow of the Center for Humanistic Management at Fordham's Gabelli School of Business. Michael is also a master teacher of the Alexander Technique, aikido and qigong and a professional juggler who performed with the Rolling Stones.

TOPICS COVERED

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

INDIVIDUAL EXERCISES FOCUSING ON APPLICATION OF PRINCIPLES
PRACTICAL EXERCISES IN MEMORY DEVELOPMENT, IDEA GENERATION, CREATIVE PROBLEM-SOLVING, GOAL-SETTING.

SMALL GROUP DISCUSSIONS AND BRAINSTORMING.

SPONTANEOUS CREATIVE ADAPTATION BASED ON THE FLOW OF THE DAY

FOR REGISTRATION PLEASE CONTACT: - IMS Regional Director -
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