



HOW TO THINK LIKE LEONARDO DA VINCI  
with Michael Gelb  
Complimentary to IMS Members (US) per person

VIRTUAL SESSION (1-HOUR)

## HOW TO THINK LIKE LEONARDO DA VINCI

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Thinking creatively, learning faster and leading change, these abilities are at a premium in a highly competitive global business environment. What if you could call on history's greatest genius, Leonardo da Vinci, to be your personal mentor in cultivating these highly prized elements of human capital? Anatomist, architect, botanist, city planner, chef, humorist, engineer, equestrian, inventor, geographer, geologist, military scientist, musician, painter, philosopher and raconteur, Leonardo da Vinci (1452 - 1519) helped bring the Western world out of the Middle Ages and into the Renaissance. Now his approach to optimizing human potential is more relevant than ever.

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." Participants are then guided to apply the principles, through a proven series of practical exercises, to your greatest challenges.

## MICHAEL GELB

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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*. Michaels 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.

FOR REGISTRATION PLEASE CONTACT: **Spiro Serpanos** - IMS Regional Director - Washington-D.C.  
Phone: +1 (202) 367-6226 Email: [wadc@ims-online.com](mailto:wadc@ims-online.com) Website:  
<https://ims-online.com/leadership-development/Washington-D.C./27>