



# San Francisco

The Institute for Management Studies, 201 West Liberty Street, Suite 100, Reno NV 89501

SUBJECT **INNOVATE LIKE EDISON!**

FACULTY **MR. MICHAEL GELB**

LOCATION **David's Banquet and Conference Center  
5131 Stars & Stripes Dr., Santa Clara, CA 95054  
(408) 986-1666**

DATE **Thursday, September 10, 2009**  
REGISTRATION **8:30 AM**  
SESSION **9:00 AM - 4:00 PM**

**Please Note: This session will be held in Santa Clara.**

## TIME TOPICS

**50%** Inspiring lecture, story-telling, introducing principles/methods and their application

**20%** Individual exercises focusing on application of principles

**20%** Small group discussions and brainstorming

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

## SEMINAR DESCRIPTION

Leonardo DaVinci was probably the most creative person who ever lived, but Thomas Edison is history's greatest practical innovator. Beyond his invention of the phonograph, motion pictures and a system to light the world, Edison invented the rigorous, disciplined process of innovation, and he was also a master at promoting a culture of innovation. Moreover, Edison 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. This program introduces Edison's Five Competencies of Innovation. They are: (1) Solution-Centered Mindset; (2) Kaleidoscopic Thinking; (3) Full-Spectrum Engagement; (4) Master Mind Collaboration; and (5) Super-Value Creation. Each competency will be brought to life with specific, practical "take-home" applications. This program is readily adaptable to specific organizational challenges.

## FOR RESERVATIONS

**Ginny Von der Schmidt**

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## FACULTY



**MR. MICHAEL GELB** is the world's leading authority on the application of genius thinking to personal and organizational development. He is a pioneer in the fields of creative thinking, accelerated learning, and innovative leadership. Gelb leads seminars for organizations such as DuPont, IBM, Merck, Microsoft, Nike, and YPO. He brings more than 30 years of experience as a professional speaker, seminar leader, and organizational consultant to his diverse, international clientele. Mr. Gelb's publications include *Body Learning: an Introduction to the Alexander Technique* and *Present Yourself! Captivate Your Audience with Great Presentation Skills*. His best selling audio programs, include: "Mind Mapping: How to Liberate Your Natural Genius", and "Work Like Da Vinci: Gaining the Creative Advantage in Your Business and Career". A former professional juggler who once performed with the Rolling Stones and Bob Dylan, Gelb introduced the idea of teaching juggling as a means to promote accelerated learning and team-building. He authored *More Balls Than Hands: Juggling Your Way to Success by Learning to Love Your Mistakes*. 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" tap 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's latest book is, *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

SENIOR EXECUTIVE  
(Pres, Exec & Sr. VP)

EXECUTIVE  
(VP & General Mgr)

SENIOR MANAGER  
(Div. & Reg. Mgrs)

MIDDLE MANAGER  
& SUPERINTENDENTS

3	2	2	3	3	3	3	2	2	3	2	3	2
2	1	1	2	2	1	2	2	1	2	1	2	2
1	1	1	1	1	1	1	1	1	1	1	1	1
1	3	2	1	1	3	1	1	3	1	3	1	1
Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Ops	Plng	Pchsg	R&D	Sales

APPLICABILITY

"1" indicates primary target audience

"2" indicates a good fit if the level of material is appropriate

"3" indicates (in the opinion of the Institute and faculty) limited applicability.

## 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