



SAMPLE KEYNOTES, SEMINARS or WORKSHOPS:

How to Think Like Leonardo da Vinci: 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 organization's greatest challenges. This program can be delivered as a keynote speech or half-day to two-day workshop. It is perfect for leaders, managers, professionals or teams who would like to focus on creativity, accelerated-learning and leadership.

Participants will learn how to:

- Think creatively.
- Cultivate independent thinking.
- Improve learning ability with age.
- Find opportunity in uncertainty.
- Improve memory and problem solving.
- Balance mind and body to reduce stress.
- Nurture creativity and innovation in the workplace.

Note: (special adaptations for trainers, engineers, financial services, marketing and sales)

Innovate Like Edison: The 5-Step System for Breakthrough Business Success

Thomas Edison is history's greatest practical innovator. Beyond his invention of the phonograph, motion pictures and a system to light the world, Thomas Edison invented the rigorous, disciplined process of innovation. This program introduces Edison's Five Competencies of Innovation™ and can be delivered as a Keynote up to a 3 day workshop to work on individual innovation literacy and cultivating an organizational culture that supports innovation and is perfect for leaders, managers, professionals and innovation teams.

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. Each competency will be brought to life with specific, practical "take-home" applications. This program is readily adaptable to specific organizational challenges.

This program introduces **Edison's Five Competencies of Innovation™**. They are:

- **Solution-Centered Mindset**
- **Kaleidoscopic Thinking**
- **Full-Spectrum Engagement**
- **Master Mind Collaboration**
- **Super-Value Creation**

Brain Power: Improve Your Mind as You Age

In the last 30 years the scientific evidence supporting the notion that your mind can improve through the years has become overwhelming. Clearly, **the question is no longer whether your mind can improve with age, but rather how you can optimize your mental powers as you get older.** This is perfect for anyone with a brain who is aging and wants to work on creative longevity, memory improvement and wellness. It can be a keynote presentation, half-day to three-day workshop.

This program presents practical, evidence-based information on improving your mind throughout life. In this compelling, inspirational and supremely practical program you'll be presented with the evidence for this new paradigm and, most importantly, you will learn to incorporate this new way of understanding aging so you can improve your mind every year of your life. This is perfect for anyone with a brain who is aging and wants to work on creative longevity, memory improvement and wellness. It can be a keynote presentation, half-day to three-day workshop.

Topics include:

- The New Paradigm: A Whole New Brain
- Think Counterclockwise: Adopting the Most Adaptive Attitudes
- Be a Life-Long Learner: How to Improve Your Memory and Learning Ability
- Exercise for More Brain Power: The Most Beneficial Activities
- Mind Your Diet to Nourish Your Mind: 7 Simple Elements of a Brain-Friendly Diet
- How to Create a Brain-Enhancing Environment
- Investing in Your Social Wealth: Cultivate Healthy Relationships (and Stay Sexy!)
- Sleep, Naps and Meditation: Rest Peacefully to Delay Resting in Peace
- Applied Neuroplasticity: *The Brain That Changes Itself*

Conscious Capitalism: The 8 Characteristics of Transformational Leaders: This is a keynote speech or half-day to two-day workshop for leaders interested in Conscious Capitalism. These leaders have consciously set their companies on a course designed to address societal needs while building shareholder value, creating workplaces that offer meaning and fulfillment while producing products of great value with a net positive effect on the environment. Michael J. Gelb provides inspiring examples and practical guidance on how to cultivate these traits individually and organizationally.

The 8 Characteristics of Transformational Leaders are:

- Authenticity
- Passion
- Creativity
- Self-Knowledge/Awareness
- Interpersonal Intelligence/Sensitivity
- Integrity
- Clarity of Purpose
- Global Awareness

Juggling in Business & Life: Five Keys to High Performance

This program creates a fun, cooperative learning environment. Participants coach one another in the art of juggling, and pick up the balls for each other as they drop! In the process, everyone learns the core principles of accelerated learning and organizational high performance. The ability to learn is life's most important skill. This delightful program uses juggling as a metaphor for learning how to learn. It is perfect for managers, professionals and teams who want to focus on accelerated learning and teamwork. It can be formatted as a keynote speech or half-day workshop.

Participants will learn how to:

- Manage complexity and thrive on chaos by gracefully keeping a number of things "up in the air" at the same time.
- Approach mistakes creatively as you learn to "let the balls drop."
- Use teamwork to create a cooperative learning environment.
- Learn anything you want to as well and as fast as you can.
- Apply the principles of accelerated learning to become a more effective coach for your colleagues, subordinates, family, and friends.
- Juggle!

Discover Your Genius: How to Think Like History's Ten Most Revolutionary Minds

In this compelling, multi-media presentation you will have the opportunity to get to know ten of the most amazing people who have ever lived. Each of these extraordinary individuals embodies a special "Genius" characteristic that you will be invited to integrate into your daily life and apply to your most important organizational challenges. Each genius will be introduced through specially commissioned original watercolor portraits and a brief biography illustrating the role of the key principle in his or her life and work. You will then explore how that principle can and does relate to you and your organization. This keynote speech or half-day to two-day workshop is a great option for leaders, managers, professionals and teams who manage change, want to cultivate emotional intelligence, develop creative thinking skills and promote a "learning organization."

The full Genius "Dream Team" includes:

- **Plato** (circa 428 – 348 BC): "Deepening your love of wisdom"
- **Filippo Brunelleschi** (1377 – 1446): "Expanding your perspective"
- **Christopher Columbus** (1451 – 1506): "Going perpendicular: Strengthening your optimism, vision and courage"
- **Nicholas Copernicus** (1473 – 1543): "Re-organizing your vision of the world"
- **Queen Elizabeth I** (1533 – 1603): "Wielding your power with balance and effectiveness"
- **William Shakespeare** (1564 – 1616): "Cultivating your emotional intelligence"
- **Thomas Jefferson** (1743 – 1826): "Celebrating your freedom in the pursuit of happiness"
- **Charles Darwin** (1809 – 1882): "Developing your power of observation and cultivating an open mind"
- **Mahatma Gandhi** (1869 – 1948): "Applying the principles of spiritual genius to harmonize spirit, mind and body"
- **Albert Einstein** (1875 – 1955): "Unleashing your imagination and 'combinatory play'"

The "Genius Modules" are easily customized to focus on your most important concerns. A recent program for a global construction management group, for example, emphasized the life of Filippo Brunelleschi, the world's first design-builder; while a program for a computer sales force emphasized Columbus' optimism and Shakespeare's "Emotional Intelligence."

Creative Resilience: Innovation in Tough Times

This is a perfect keynote or two-day seminar for groups that are facing challenging circumstances. You will focus on innovative thinking, creative leadership and attitude management. Tough times require MORE creativity and innovation. In this compelling, inspiring and energizing program you will learn how to:

- Strengthen creative resilience: How to cultivate an optimistic mindset in difficult circumstances.
- Apply the example of history's greatest minds in response to adversity.
- Utilize the 5 core skills of creative problem solving.
- Apply those skills to your greatest current challenges.
- Communicate in a way that inspires others.
- Transform stress into energy for innovation.

Topics include:

- How to Develop a Creative Approach to Change
- Clarifying Personal Purpose and Values
- Creative Thinking Tools for Crafting a New Vision
- How to Set and Manifest Goals Using the Strategies of Genius
- High Performance Goal-setting Exercise
- Practical Exercises for Transforming Stress
- Team Approach to Goal Review and Refinement

The Innovative Communicator: Creative Presentation, Persuasion, & People Skills

Choose a keynote speech or three-day workshop. Leaders, managers, professionals and innovation teams can develop the emotional intelligence and interpersonal skills necessary for participation and leadership in a culture of innovation. Learn how to gain support for creative ideas and overcome resistance to positive change.

Topics include:

- Understanding different levels of motivation/awareness and how they relate to generating "buy-in" to change
- The paradoxical, universal truth you must apply to lead and influence effectively
- Developing "Style-Flex": How to appreciate and leverage cultural and thinking style diversity to get results
- The "Inner Game" of innovative communication: Separating observation and evaluation
- The body language of influence: How to position yourself (literally) for effective influence and persuasion
- How leaders listen: Cultivating accurate empathy
- Creative conflict resolution: The Aikido metaphor in action
- Recognizing and overcoming resistance to innovation and change
- Managing with the left-brain and leading with the right (and why you must do both!)
- How to remember names and faces
- The art of giving and receiving feedback
- Applying the 5 principles of recall to make your message unforgettable

SEMINARS AND WORKSHOPS ONLY:

Executive Presence & High Performance Presentations

The effectiveness of your presence, or your presentation, can only be measured by the results you achieve. Individuals with presence not only command attention they inspire others to change. Great presentations change the audience's attitudes and behavior; but for change to occur the audience must remember your message. In this half-day to three-day workshop, or in an individual or group coaching session, Executives, fast-track leaders, trainers, marketing and sales can become more competent in their presentation, communication and influence skills.

Decades of psychological research have shown that there are five principles of recall that determine what an audience remembers. You will learn these five principles and receive guidance in applying them to your presentations.

You will learn how to:

- Establish and maintain rapport with an audience.
- Apply the three secrets of articulate, fluent body-language.
- Transform fear and nervousness; to make the "butterflies" in your stomach fly in formation.
- Gather intelligence to understand the needs and exceed the expectations of your audience.
- Learn how to rehearse by applying "trade secrets" of the theatrical profession.
- "Think on your feet" so you can improvise and speak extemporaneously.
- Apply the secrets of great communicators such as Muhammed Ali, Winston Churchill, Queen Elizabeth I, Ronald Reagan, Martin Luther King, Jr., Bill Clinton and Barack Obama to make your message unforgettable.

Aikido in Action: Creative Negotiation & Conflict Resolution

This dynamic, highly-engaging program will show your people how to stay centered and choose the most creative response to a variety of challenging situations. Participants will develop new and effective ways of perceiving, understanding and responding to conflict to create win/win outcomes. The highlight of the workshop will be a demonstration of the martial art of Aikido ("the way of harmonious energy"), including audience participation (safe, fun and team-building!). This unique approach to conflict management will then be applied to specific business issues related to negotiation, inter-personal problem-solving and leadership.

Participants will learn:

- Techniques for "centering" mind and body under stress
- Four essential elements for analyzing a conflict/negotiation
- Four common misperceptions and 3 basic styles of responding to conflict/negotiation
- Secrets of "blending" with an attack to redirect and neutralize it
- Creative strategies to develop "empathic listening" and "invent options for mutual gain"
- A sophisticated, effective approach to strategic thinking
- Practical methods for increasing the flow of life energy.

Mind Mapping & Creative Thinking This is a half-day to two-day workshop for leaders, managers and professionals who would like to improve creative thinking, memory, planning and problem solving. This program is readily adaptable to specific organizational challenges. The new skill can be taught and then effectively applied to a specific business problem in the two-day format. Graduates of this program learn and apply a new skill that helps them generate more ideas in less time, improves creative-brainstorming ability and develops memory power.

Topics include:

- Thinking skills assessment: creativity, learning and memory
- Discussion of common problems in learning and creative thinking
- Participants' goal-setting, course overview, and objectives
- Implications of recent brain research for creative thinking
- The nature of associative thinking: implications for brainstorming
- The rules of mind mapping
- Development and evolution of the method
- Guided practical exercises
- Applications to pressing organizational challenges
- The five phases of creative problem solving
- Review and application focus (participants make a mind-map of everything learned in the program!)

Mind Mapping® is a practical tool that can help you:

- Think faster & more creatively
- Get more work done in less time
- Improve your memory
- Plan projects, run meetings, prepare presentations and solve problems with ease
- Think like Leonardo da Vinci!

Mastering Strategic Thinking: This is a 3 hour presentation with demonstration to a two-day workshop for anyone concerned with improving strategic thinking or negotiation skills. The program begins with an overview of the history of chess and the development of the Samurai tradition. Drawing from this historical context, participants will be introduced to the seven Samurai principles of strategy and their relationship to chess, business, and life.

Executive Renaissance Retreat: This is a 3 to 5 day retreat for senior-level executives on creative strategy, leadership and team building.

This retreat combines highlights of Michael's most popular programs in customized modules to meet your needs, including:

- How to Think Like Leonardo da Vinci
- Innovate Like Edison
- Discover Your Genius
- Executive Presence & High Performance Presentations
- Creative Negotiation & Conflict Resolution
- Juggling in Business and Life: Five Keys to High Performance
- High Performance Learning & Leadership

TEAM BUILDING:

- **Aikido in Action: Creative Negotiation & Conflict Resolution**
- **Juggling in Business & Life: Five Keys to High Performance**
- **The New Symposium: Wine Drinking for Inspired Thinking:** The philosophy behind a lot of team building seems to be something like this: *You've been complaining that your job is very stressful. So we are going to take you out of your very stressful job for a day or two and make you do something even more stressful so that when we send you back to work you will stop complaining.* This exercise is based on a different philosophy of bringing people together: Create a relaxed and enjoyable atmosphere and then gently guide participants to get a glimpse of the creative spark in their colleagues and themselves. In the sometimes-soulless world of commerce we need to create an environment where the soul can shine; where we can gain insight and appreciation of the hidden depths of our associates and ourselves. The key is to do this without causing any unnecessary additional stress; and to avoid invasive, touchy-feely activities.

Fine wine and poetry are the perfect catalysts. The forum for the birth of philosophy was a convivial gathering known as the Symposium. Symposium literally means "to drink together." In Plato's Critias Socrates expresses the magic that happens when people gather together in a convivial environment to enjoy wine, poetry and music. "You will find that suddenly something extraordinary happens. As they are speaking, it's as if a spark ignites, passing from one speaker to another, and as it travels it gathers strength, building into a warm and illuminating flame of mutual understanding which none of them could have achieved alone."

This exercise involves a comparative wine tasting and poetry contest; (we usually arrange for a comparative chocolate tasting for those who don't drink wine). Although most groups don't think of themselves as poetic, **after the second glass of wine everyone is a poet!**

The New Symposium is usually offered as an evening team building event following one of Michael's keynotes or seminars.

CONSULTING & COACHING:

- **Facilitation of Ideation and Creative Problem-Solving:** With 30 years of hands-on experience, Michael applies the creative methods and innovative practices taught in his seminars to help you get the results you want. Michael can help you: Solve an important business problem, craft a more compelling Vision, Mission or Strategy, bring your team together, or generate new ideas for product and business development.
- **Personal Coaching:** THE 90 DAY RENAISSANCE COACHING PROGRAM: Michael Gelb offers individual coaching designed to help you clarify your purpose, define your goals and solve your most important problems. The program is based on the ideas and methods described in Michael's books, especially *How to Think Like Leonardo DaVinci*. The 90 Day Renaissance Coaching Program includes three one hour private telephone coaching sessions with Michael over the course of three months.
- **Executive Coaching:** Programs are individually designed to help leaders accomplish their most important business goals and objectives
- **Presentation Coaching:** Michael also offers coaching to help you prepare for important presentations.
- **The Renaissance Day:** The Renaissance Day™ is your personal creative strategic planning retreat.
- Your day will be guided one-on-one by Michael J. Gelb, a pioneer in the fields of creative thinking, accelerated learning and leadership development and one of the world's most experienced and gifted facilitators. And, in the vivid, clear light of beautiful Santa Fe, New Mexico you'll discover that clarity is easier to find. The inspiring environment makes it much easier for you to let go of obstacles and burdens as you envision your life as you want it to be and craft a plan to make that vision real. You'll return home revitalized, inspired and confident, ready for the best year of your life. Please let us know if you have more questions and we will be happy to send our FAQ's for this day.
- **THE RENAISSANCE DAY™ IS FOR YOU IF YOU WANT SUPPORT IN:**
 - Managing a major life transition
 - Discovering better balance between work and life
 - Starting or growing a business
 - Enriching or finding the relationship of your dreams
 - Aligning goals and priorities with your business or life partner
 - Revitalizing your life energy
 - Dealing with a difficult situation or seemingly intractable problem
 - Deepening your appreciation for the joys of living
- **Vision Crafting & Strategic Planning:** **Let Michael help you clarify your vision, mission, values and strategy...and make them real!** Vision crafting refers to the process of writing and creating a shared sense of meaning and responsibility for visions, missions, strategies, ethics, values, and principles. A vision inspires you to arrive at work with enthusiasm. A mission guides what you do when you get there. A strategy is how you do it. A statement of ethics, values, or principles guides your actions and relationships with co-workers, clients, vendors, and others.
 - Vision crafting sets the tone for the success of any venture. To set the right tone, statements must be:
 - Juicy—inspiring, energizing, alive
 - Original—a unique expression of you, your company or team
 - Succinct—every word packed with meaning
 - Inclusive—reflecting the concerns of all stakeholders
 - Positive-active, focused, and affirming
 - Memorable-everyone knows it by heart
 - Aligned—with universal principles and basic goodness
 - Integrated—into everyday behavior.

SPECIAL PROGRAMS FOR SCHOOLS & NON-PROFITS

All of Michael's programs are appropriate for schools and other non-profit organizations. In 1980 Michael co-directed a series of three day seminars for 500 school children and their teachers in Soweto, South Africa. Since that time, he has led many programs for children, parents, teachers and school administrators around the world. Michael offers reduced fees for educational and other non-profit organizations.

CUSTOM PROGRAMS

Michael Gelb designs and delivers programs to help you achieve the results you want. Let us know the outcome you desire and we will work with you to craft a program that meets your needs and exceeds your expectations.