

# THE LEVERAGING GENIUS<sup>®</sup> CONFERENCE

Discover,  
Share,  
Maximize  
Genius

Park Hyatt Aviara Resort  
Carlsbad, California  
February 26 – March 2, 2018



# Genius. Everyone has it. Everyone.

You may think success comes from inspiration or hard work.  
Sometimes luck. The right timing.

But none of these are the source of your best performance.  
Your Genius is.

Along with other senior leaders, you can discover your Genius  
at The Leveraging Genius Conference, and tap in to the thinking  
that drives top performance and dramatic results.



# A Nearly Impossible Challenge

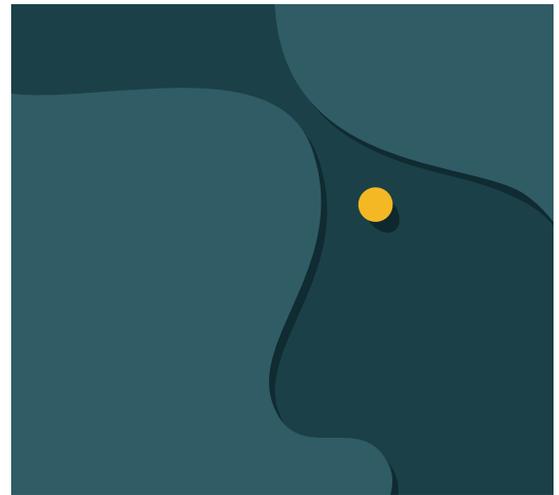
What's needed in today's complex and competitive marketplace is something nearly impossible—the ability to deliver great leadership and business results in any circumstance, day after day. The demand to deliver on many fronts challenges our leadership. It is more and more imperative to be exceptional and bring the exceptional out in others all the time.

If we knew the source of our greatest performance, if we knew precisely how we were thinking when we were most successful, what could be possible? How much better equipped would we be to meet the challenges we face?

## **Genius. Everyone Has It.**

After studying the source of extraordinary performance for many years, we discovered a kind of thinking leaders are engaged in when they are at the top of their game—seeing things with greatest clarity, making important decisions effectively and with confidence, and inspiring those around them—all the things that result in their most exceptional performance and results.

We call this a person's Genius.



## **Tapping Into Genius**

The Leveraging Genius Conference immerses CEOs and senior executives in a disciplined and inspiring process to discover their Genius.

Over the course of a week, leaders learn to identify and harness the power of their own and others' Genius thinking in a way that can be used over and over. Applying Genius to their greatest business challenges sets them up for immediate and long-term benefits for years to come.

Discovering Genius gives leaders an edge, a new pathway to deliver top performance and dramatic results. This kind of thinking can be activated in any leader. Genius expands a leader's capability to consistently win in the marketplace and fulfill the greatest possible futures they can envision for themselves, their teams, their organizations, and the world beyond.

# Tapping into the Exceptional

## Discover

Discover your Genius through in-depth study of the conditions and themes behind your greatest performance and most extraordinary results

Harness the power of your Genius thinking and apply it to growing your organization and leadership

Distinguish the type of thinking that can inhibit your Genius from naturally coming through

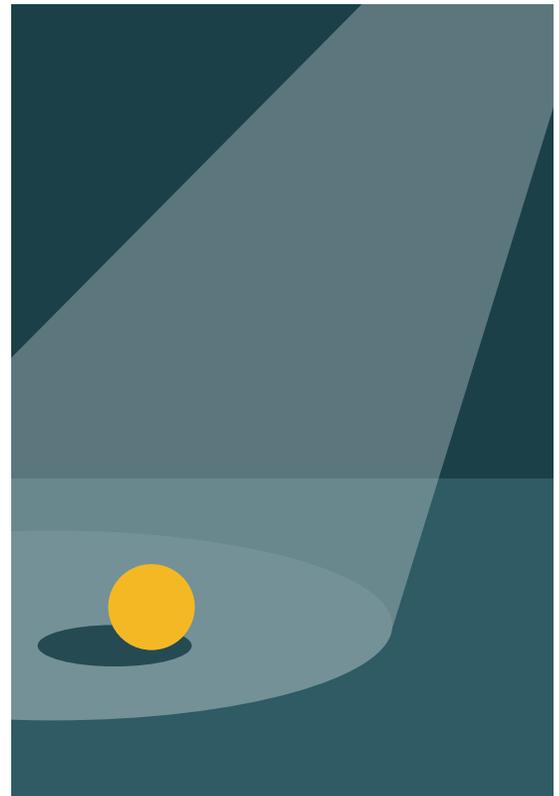
Executives discover, share, and maximize Genius in ways that change their business and their leadership forever.

## Share

Work closely with each other to solve your most challenging issues

Sharpen your ability to listen for and capitalize on the Genius of everyone around you

Learn to express your own Genius with others in a way that inspires consistent, exceptional performance



## Maximize

Engage in a process to activate Genius, on demand to be at your best everywhere, all the time

Explore areas of the business and your leadership where Genius is not active, and learn how to bring it to those areas

Practice reliably bringing new and innovative solutions to seemingly intractable problems

Leverage Genius to engage in leading larger initiatives and outcomes for your business

# An Undeniable Competitive Advantage

Since 2003, executives have reported the following benefits after attending the Leveraging Genius Conference.

## Benefits For Your Organization

- Shared mindset of possibility and optimism to achieve extraordinary organizational performance
- Breakthrough in cross-organizational teams working together, resulting in innovative solutions that were previously unavailable
- Resolve to capitalize on everyone's most brilliant thinking, and freedom to hold each other accountable to go beyond what is expected
- Ease and speed of decision-making, especially when addressing complex business issues

## Benefits For Your Team

- Heightened ability to predict whether people will deliver business goals and commitments
- Capability to instantly change the trajectory of any individual's performance and have everyone operate at their best
- Deeper appreciation for, and ability to leverage, the contribution of every team member
- New access to develop people rapidly—well beyond managing, advising, or teaching them what to do



## Benefits For Yourself

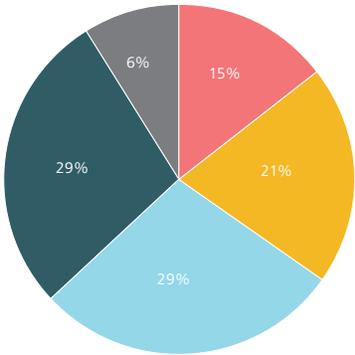
- Ability to solve complex problems and unresolved issues by using Genius to reliably create new and innovative approaches
- Capability to meet marketplace challenges with your best leadership, on demand, all the time
- Confidence to always lead with your most powerful mindset, creating a distinct shift in performance
- Deep insight into the conditions that give your best and worst performance

# Who Attends

The Leveraging Genius Conference provides an environment for leaders from around the world and across industries to share their Genius and make extraordinary contributions to each other's growth.

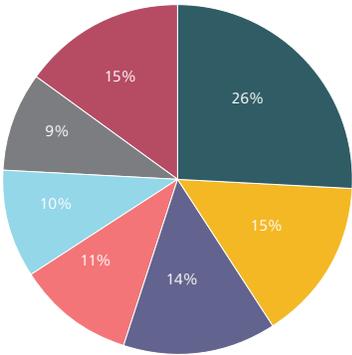
It is an unforgettable experience.

Past Attendees by Title



- CEO/Chairman
- C-Level Officer/President
- SVP/VP/GM
- Director/Manager
- Other

Past Attendees by Industry



- Healthcare/Pharmaceutical
- Technology
- Professional Services
- Manufacturing
- Consumer Goods/Retail
- Financial Services
- Government/Education/Nonprofit/Other

Select Companies That Have Participated in Prior Conferences:

- Alcon
- American Heart Association
- Anglo American
- Baker Hughes
- Baystate Health
- Botaneco
- Consumers Energy
- Darden Restaurants
- Deluxe Corporation
- Diageo
- King Abdullah Economic City
- Forbes Media
- Jaguar Land Rover
- Johnson & Johnson
- Jones Lang LaSalle
- Kraft Foods
- Lockheed Martin
- Millipore Sigma
- Nestle
- Noble Energy
- Olayan Financing Company
- Owens Corning
- PNC
- Publicis Healthcare Communications Group
- Roche
- Tufts Medical Center
- WW Grainger

# Program Information

## Agenda

Schedule includes plenary sessions, group work, team sessions, evening events (on select evenings), and some unique ways to experience Genius.

### Monday

#### **ORIENTATION**

8:30 am – 12:00 pm

Immersion into breakthrough, for those new to Gap International's methodology.

#### **CONFERENCE BEGINS**

2:00 pm

Discover your Genius.

#### **WELCOME DINNER**

6:30 pm

### Tuesday

#### **CRACKING THE CODE OF LANGUAGE AND PERFORMANCE**

8:30 am – 6:00 pm

Tune in to the predictive power of language; investigate the language of Genius and its role in extraordinary performance.

### Wednesday

#### **BUILDING GENIUS— TRANSFER AND ACQUISITION**

8:30 am – 6:00 pm

Practice the art of transferring and acquiring Genius; maximize the use of your Genius all the time.

### Thursday

#### **THE POWER OF LANGUAGE— BEAUTY AND THE BEAST**

8:30 am – 6:00 pm

Increase Genius and shrink Liability; study the impact of both kinds of thinking.

#### **EVENING CELEBRATION**

7:30 pm

### Friday

#### **GENIUS AT WORK—MAKING IT REAL**

8:30 am – 1:30 pm

Create opportunities to maximize your Genius; how to leverage Genius every day going forward.

\* Agenda subject to modification

### Getting Started

Upon registration for the conference, your journey of Genius begins. We recommend starting the pre-conference work right away with Leveraging Genius Online® and the Leveraging Genius App™, both included with your conference registration.

### After The Leveraging Genius Conference

After the conference, you will have a year-long subscription of Leveraging Genius Online to continue discovering your Genius and applying it to your most important business challenges. You will also become part of our ever-growing Leveraging Genius community, in which we share best practices and our newest structures to leverage Genius every day.

“Genius: the superhuman in man.”

Victor Hugo

Poet, Novelist, Dramatist

Genius. Everyone has it. Everyone.

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To register or speak with someone about  
The Leveraging Genius Conference,  
call + 1 610 328 0308. Visit our website at  
[www.leveraginggenius.com](http://www.leveraginggenius.com) to learn more.

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