

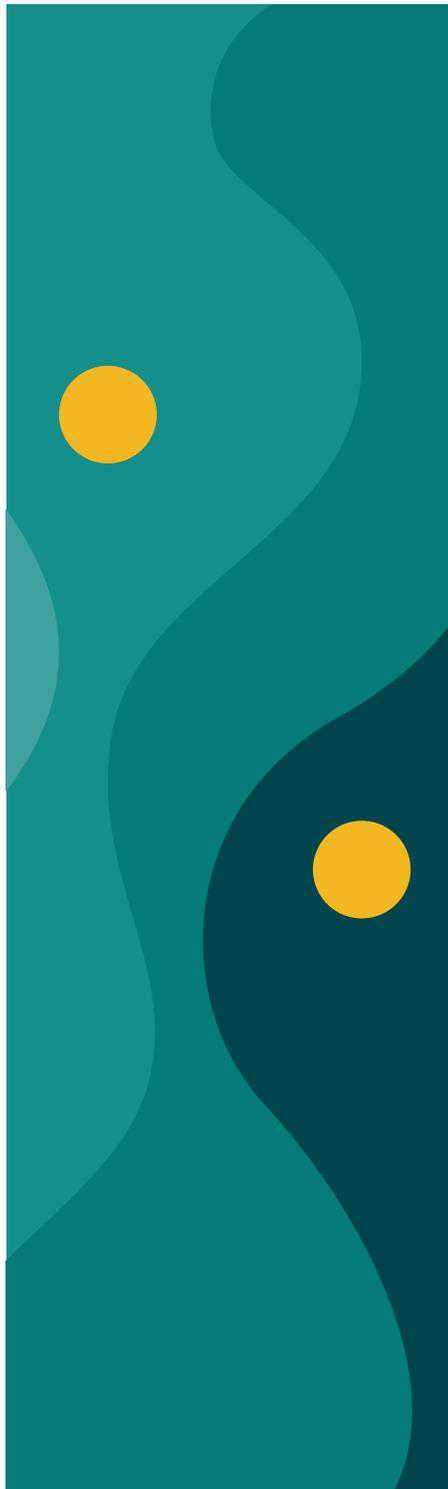
# THE LEVERAGING GENIUS<sup>®</sup> CONFERENCE

Discover,  
Share,  
Maximize  
Genius

The Langham Hotel  
Pasadena, California  
February 25 – March 1, 2019



# A Nearly Impossible Challenge



## The World Needs Genius

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.

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Accessing and leveraging the best in people can make or break a company's performance and ability to be competitive. It is as important as knowledge, information, and expertise.

# 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

## Share

Work closely with others 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

Learn 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 larger initiatives and outcomes for your business



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

# An Undeniable Competitive Advantage

## 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 developing 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



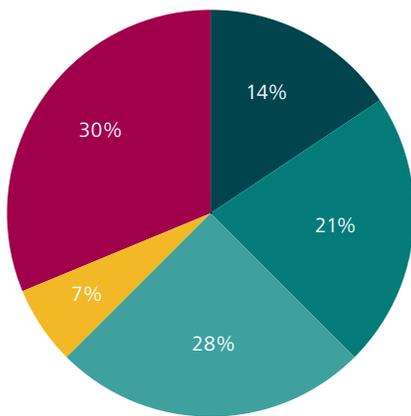
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Since 2003, executives have reported these benefits from attending The Leveraging Genius Conference.

# Who Attends

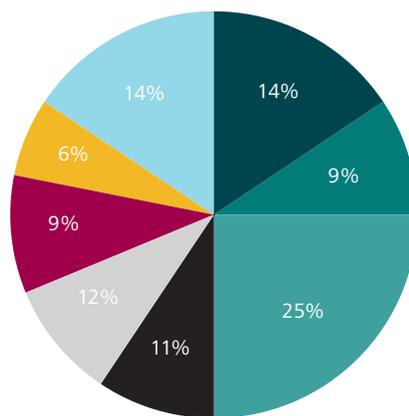
The Leveraging Genius Conference provides an environment for leaders from around the world and across industries to share their Genius and make extraordinary contributions to each others' growth.

It is an unforgettable experience.



**Past Attendees by Title**

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



**Past Attendees by Industry**

- Technology
- Consumer Goods/Retail
- Healthcare/Pharma
- Manufacturing
- Professional Services
- Finance/Banking/Insurance
- Nonprofit/Government/Education
- Other

## Select Companies that Have Participated in Prior Conferences:

American Heart Association  
 Anglo American  
 Baker Hughes  
 Cardinal Health  
 Darden Restaurants  
 Deluxe Corporation  
 Forbes Media

Geodis  
 Healthcare Services Group  
 Houston Food Bank  
 Jaguar Land Rover  
 Kraft Foods  
 Millipore Sigma  
 Morton Salt

Nestle  
 Olayan Financing Company  
 PNC  
 Publicis Healthcare Communications  
 The Bill & Melinda Gates Foundation  
 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 decrease 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; commit to bold new possibilities; 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. Everyone has it. Everyone.

Discover, Share, Maximize Genius

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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