

# THE LEVERAGING GENIUS® CONFERENCE

February 27–March 3, 2017  
The Phoenician  
Scottsdale, Arizona

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



## The Success of Genius™

### INSTANTLY ACCELERATING THE DELIVERY OF A BREAKTHROUGH GOAL

The National Director of Sales at a telecommunications company had recently transitioned to a new role overseeing 3,000 employees worldwide. She was tasked with training her team, accountable for introducing and selling a new product in their market. She was told it would take at least seven months to train employees in the new product, but she wanted to see if it could be done much faster. At The Leveraging Genius Conference, she focused on uncovering her Genius in selling new products and designed a sales training for their annual summit that would impart not only product information to her sales force, but also share that Genius with them. It was an amazing success – her top sales people were trained in a record-breaking three days. In the four months that followed, the sales team not only met, but also surpassed their annual target by mid-year.

### MAXIMIZING GENIUS TO MAXIMIZE REVENUE

The CEO of an engineering firm attended The Leveraging Genius Conference to create a leap in revenue performance over previous years. He'd had a vision to exponentially increase revenue performance over previous years, but knew he couldn't do that without having his team see the company's future the way he did. He discovered his Genius at the conference and as he shared it with his team, they began to see his vision for the company more clearly. He left the conference having set an extraordinary revenue goal for the year. In the weeks that followed, meetings with the team changed dramatically: from technical discussions to discussions of alignment and sharing Genius. Using Genius, they restructured the way they do business development and project execution, creating new practices for identifying opportunities faster and more efficiently, putting them on track for 40% growth for the company in one year.

## GENIUS CAN CHANGE A WHOLE COMPANY

The President of one of the largest compounding pharmacies in the United States came to The Leveraging Genius Conference to tackle two key challenges – employee attrition and tight government regulations impeding growth. By exploring her Genius, she got reconnected to the difference that her work makes. She took this renewed sense of purpose back to her organization, shared it with others, and dramatically improved the work environment – exceeding her targets for employee retention as a result. She also committed to using Genius to create growth in the face of a changing regulatory environment. She learned to engage her own Genius and that of her teammates to spur innovation when they were out of ideas. Her team created brand new ways for the company to deliver revenue that same year.

## OWNING THE BIG PICTURE TO GET BIG RESULTS

The head of preclinical development at an international pharmaceuticals company was working to get a new product to market, and was stumped by how slow the process was going. As was her usual custom, she addressed the challenge at a local level – working through her team and regional heads to sort out the known issues and move forward as best as possible.

When she arrived at The Leveraging Genius Conference, she was ready to try a new way, but wasn't sure where to start. She discovered that she is at her best when she is owning a bigger picture – that some of her greatest accomplishments have happened when she worked outside of her own sphere of influence to get the job done. She immediately began to engage that Genius within her company, setting a new precedent for working cross-functionally in a traditionally siloed organization. As a result, she was able to unroot the issue and get the product to market, while becoming known in her company as a resource and strategic partner to many different departments across the organization.

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