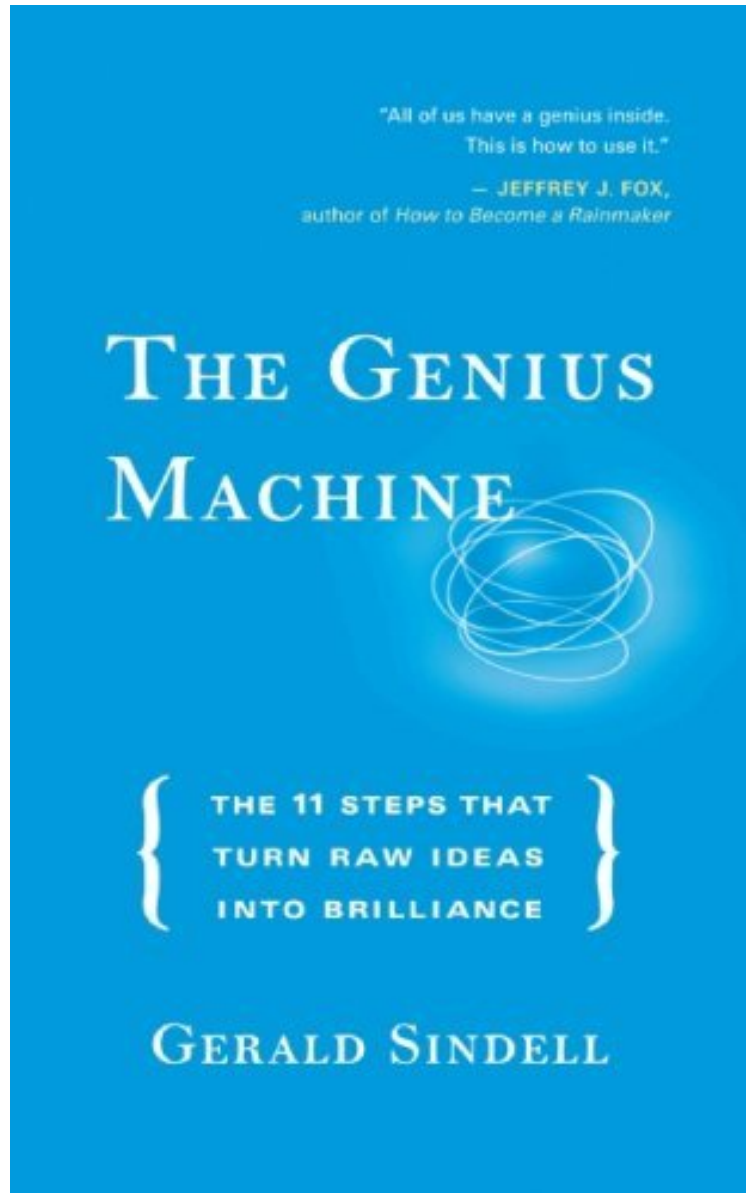


# The Genius Machine: The Eleven Steps That Turn Raw Ideas into Brilliance

*Gerald Sindell*

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**Gerald Sindell : The Genius Machine: The Eleven Steps That Turn Raw Ideas into Brilliance** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Genius Machine: The Eleven Steps That Turn Raw Ideas into Brilliance:

1 of 3 people found the following review helpful. Basic Strategy for Bringing Ideas to LifeBy TKNothing new here

folks. The author does a good job summarizing the obvious steps in generating an idea and bringing it to market. Any business school graduates would find this book somewhat lacking. Will not hurt you to read this less than 140 page guide. You could probably just read the last couple of pages that summarize his idea process and satisfy your inquisitiveness. 0 of 7 people found the following review helpful. A little lacking...By Patrick Hannigan Well written, but I was not impressed. A lot of basic stuff. Maybe good for someone who is a non business graduate. 5 of 5 people found the following review helpful. Running Ideas Through the Genius Machine By Janet Boyer "Innovation begins with a need--whether it's the next-generation high-speed switch, a change in corporate culture, the design for a flagship product, or finishing a book on deadline. Throughout our lives we are met with challenges to create something that isn't already there. We can either do decent work and make something that, at the very least, does the job, or we can come up with something that is simply brilliant. In many ways, the choice is yours." - From The Genius Machine What is a genius thinker? According to author Gerald Sindell, founder of Thought Leaders International, a genius thinker is one who looks at what everyone else has looked at and sees something new. In his new book The Genius Machine, Sindell distills the eleven-step revolutionary system he has used to guide leaders, organizations, and authors. By taking an idea and then running it through Sindell's innovation hopper, concepts are subjected to critical thinking, including differentiation, implication, refinement and advocacy. Sindell calls his eleven-step system Endleofon (END-leo-fahn), an Old English word for "eleven", but his clients call it the "Genius Machine"--and for good reason: by subjecting any plan or proposed solution to these critical steps, an individual, team or business can go from the beginning of a problem to the point where an idea/work becomes fully developed and ready to take its rightful place in the world. Here are few fascinating nuggets from Genius Machine: "Identity is the source of that feeling deep inside us that says we have something we were meant to do in this world, and that if we could just find it, we'd be on the right path. Fortunately, we can find it." "Geniuses always have their antennas out for shuffle-the-deck breakthroughs in their own immediate area and in the world in general. This is one reason why we need to develop our own personal array of filters that we bring us the information we need as soon as it happens. Shuffle-the-deck breakthroughs in the Great Conversation changes the conversation." "Elegance is inherently attractive: simplicity is artful. In thinking and writing, too, elegance is appealing. When we have refined our thinking to the point that our hard work has become invisible, then we will have achieved elegance. Elegant thinking has many advantages over its cruder competition: elegance communicates more efficiently, is likely to be adopted faster, and will often have the strength to fend off the competition." "If you were not successful in getting your way of seeing things out in the world, what is it the world would have lost?" "We can often discover our entire framework by looking closely at any single element of what we're creating, since the truth of the whole is carried in every one of its parts. Everything we create, in each of its parts, expresses our values, our expression of what we think is the nature of life and humankind, our hopes for ourselves and the world." From business to psychology, publishing to education, medicine to software development, the Genius Machine provides anyone with a brilliant vision, complex problem, or timely invention with a step-by-step plan for defining, refining, polishing and producing those ideas and solutions. In fact, a development cycle that might take months or years could feasibly be reduced to days or weeks using the Endeofon system. Have a book you want to write? Put it through the Genius Machine. Invented a product that could change the world? Run it through the Endeofon system. Up against a corporate problem, human resource hemorrhage, or strategy snafu? Again, take it through Gerald Sindell's eleven-step process to gain clarity. At first glance, this 145-page book seems so commonsensical, I was somewhat surprised to find that Endleofon is so revolutionary. But then I soon realized that the reason it seemed so "common sense" to me was because I processed book ideas, entrepreneurial opportunities, and creative solutions through very similar tests! In fact, it's how I weed out "good ideas" from ones that won't work for me, especially in terms of identity (what I'm driven to contribute) and impact (if an idea will help me to fulfill my goals in alignment with my values). Whether you're a CEO or an educator, a writer or a student, a scientist or farmer, the Genius Machine can literally take your intellectual property, put it through the Endeofon hopper, and churn out brilliance. The funny thing is, though, that once you begin thinking like a genius via Sindell's method, you'll never see yourself, your ideas, or the world quite the same again.-- Janet Boyer, author of The Back in Time Tarot Book

A complete, step-by-step system for developing an idea, thinking through an issue, or creating a revolutionary innovation Gifted with the unique ability to help people discover and apply their own innate genius, intellectual property consultant Gerald Sindell works with individuals and organizations to maximize returns on their most precious capital: their ideas and innovations. Dubbed the "Genius Machine" by his clients, Sindell's eleven-step process has proven invaluable for countless individuals and businesses needing to hone their message or launch a new product in today's tough market. Ideas enter the Genius Machine fuzzy, weak, or partially baked. Through this eleven-step process, they are examined from every angle and emerge robust, polished, and ready to change the world. Whether you are designing a house, writing a term paper, or perfecting the business plan for a new startup, The Genius Machine will help your thinking succeed.

From Publishers Weekly Making reality out of "what the world/workplace/spouse needs now" daydreams into reality

doesn't come easy. Intellectual property consultant Sindell, over the past 20 years, has observed and consulted many passionate, successful creative types—authors, business leaders and others—and has managed to chart an eleven-step process to help anyone develop, discover and further capitalize on their intellectual assets—their ideas. His system strives to be fast, complete and strategic. Fortunately, it's also clear and engaging, aiming for a wide audience of independent inventors, corporate marketers and managers of all kinds. Using goal-oriented language, Sindell makes each step a challenge, from Distinction to Testing to Connecting to Advocacy. Heavy on anecdotal evidence and historical genuflection (to visionaries including Charles Goodyear, Benjamin Franklin, Albert Einstein), the text also uses three recurring examples that prove intriguing: designing "an eco-friendly toaster," "the best way to educate children," and "a way to retain talented people." Sindell's systematic approach to idea development comes with a healthy side of self-discovery, making this a thorough strategy for creative types wishing to turn an inspired napkin doodle into a plan. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

“All of us have a genius inside. This is how to use it.” — Jeffrey J. Fox, author of *How to Become a Rainmaker*

“Gerald Sindell is the Obi-Wan Kenobi of breakthrough thinking.” — Ken Dychtwald, PhD, author of *The Power Years*

“Gerry Sindell gets the creative process better than almost anyone. If you want your own creative engine to run faster and work better, this book is an ideal user's manual.” — Daniel H. Pink, author of *A Whole New Mind*

“The Genius Machine shows how any innovator can become a brilliant thinker. As Gerald Sindell walks you through his straightforward eleven-step process, his clear thinking, smart style, and colorful examples will make a genius of you.” — Christopher Barr, senior editorial director of Yahoo!

“The Genius Machine is passionate, provocative, powerful, and practical. Gerald Sindell weaves his experience into an essential guide for creating ideas with impact. What better gift for today's troubled world than this compelling method for finding smarter solutions and getting them working.” — Rosabeth Moss Kanter, professor of business at Harvard Business School and bestselling author of *Confidence*

“Author Gerry Sindell's system has the unique ability to help people discover and apply their innate genius. It is a gift to us all.” — Larry Ackerman, president of the Identity Circle

About the Author  
GERALD SINDELL is the founder of Thought Leaders International, a firm that guides leaders and organizations of all kinds to realize their inherent brilliance. Sindell works with such corporate clients as Yahoo! and Accenture as well as with leading authors. He lives in Tiburon, California.