A silhouette of a person with their arms raised in a gesture of triumph or joy, set against a warm, orange and yellow sunset background. The person's head is tilted back, and their arms are spread wide. The overall mood is one of inspiration and achievement.

The
GENIUS
Within

Calling on Your Natural Talents
to Make Life
More Fulfilling

VIP INNOVATIONS, LLC

The Genius Within

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VIP INNOVATIONS, LLC

TAKING CHARGE OF YOUR
PERSONAL AND PROFESSIONAL DEVELOPMENT

SPECIAL REPORT FROM VIP INNOVATIONS, LLC

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Special Report: Unleashing the Genius Within

*“I’m a misunderstood genius. What’s misunderstood? Nobody thinks I’m a genius.” ~
Bill Watterson*

When you hear the word ‘genius’ what comes to mind?

Is it the clichéd scene of a bespectacled scientist hovering over his microscope and petri dishes shouting ‘Eureka!’?

Is it the portrait of a tortured artist, exposing the heights and depths of human emotion in their creation?

Or is it the epitome of the social misfit, disheveled, walking through town in pajamas with notebooks tucked under his arm muttering to himself?

Perhaps what comes to mind are the most famous and renowned geniuses in human history. You know the ones, people who need no introduction beyond a single name; Darwin, Da Vinci, Michelangelo, Einstein, Mozart or their contemporaries like Hawking or Jobs.

These select few are undisputed masterminds and are acknowledged as such because they not only possess extremely high IQ’s, but their work has permanently inspired and influenced all of humankind. Many years ago to be considered ‘genius’ you had to be born with exceptional intelligence, a strong inclination towards a passion, and a natural creative ability.

So where does that leave the average Joe’s and Jane’s of the world? A life destined for mediocrity? Not a chance!

You don’t have to have a super high IQ, come from a privileged background or have an extensive education to be a genius. Research in recent years suggests we all have our own unique set of talents, natural abilities, and gifts – our own ‘inner genius’ - which has less to do with our IQ and more to do with an awareness of our gifts and an ability to tap into them. Developments in neuroscience also suggest that we all have much more influence over our own ‘inner genius’ than was previously thought.



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*“Contrary to what we’ve been taught, genes do not determine physical and character traits on their own. Rather, they interact with the environment in a dynamic, ongoing process that produces and continually refines an individual” ~ David Shenk, author of *The Genius in All of Us.**

In other words, we all have an inner genius, and that talent is not fixed or fully evolved, but dynamic and able to grow. This means we have the capacity to cultivate our talents and intelligence to improve our lives and, to ultimately realize our own unique inner genius and share it with the world.

It’s like with any sport that you enjoy: with the right coach and dedication to practice and hard work you can improve your game. Similarly, with the right guidance and training you can master your natural talents and maximize your personal and professional growth, and gain access to your inner genius.

Have you ever wondered what your own ‘inner genius’ might be? What special gifts are unique to you? Do you have a distinctive way of solving problems, creating things, seeing possibilities, or interacting with your environment? No longer is genius limited to arts, math and science. It takes innumerable forms and inhabits all fields. If it didn’t, who’d design our buildings, cure disease, or do our taxes? These are all examples of ‘inner genius.’

Has your talent been locked inside you trying to get out? Are you frustrated by an inkling that you’re destined for greatness but are currently living a life that’s less than special? You’re not alone. There are millions of people who have not accessed their own special, distinctive qualities.

But there is hope. New evidence suggests that successfully accessing those inner gifts is well within our reach.

* * *

This special report is designed for people who want to understand, tap into and unleash their own, exceptional inner genius. It’s for people who want to feel more fulfilled living the life they were meant to lead.

Whether you want to rediscover a calling from the past or uncover a new avocation, this report will help you focus in on the nature of your own true genius. It will help you discover what your talents are and how to cultivate and maximize those unique gifts.

In this special report you will reveal the untapped world of your own ‘inner genius’. You will learn more about what genius really is, and get tips to help you identify your own

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particular talents. You will also discover how to tap into those talents by exploring what it takes to operate in genius mode. You will discover the personal characteristics and work habits of the renowned geniuses and how they nurtured their own extraordinary talent and got results.

Let's start the journey to discover your inner genius!



A Brief History of Genius

The concept of ‘genius’ has gone through many incarnations over the years. According to Dean Keith Simonton, Professor of Psychology University of California, when the Roman’s ruled they determined that genius was something all of us had within us, like a guardian sprit or angel. That guardian is what made a person unique.

It wasn’t until Michelangelo and Da Vinci that the word genius became synonymous with possessing extraordinary talent. To be put in that category a person had to produce work that was both original and exemplary. One look at Da Vinci’s portfolio of accomplishments and it’s evident that there was nothing ordinary about his ideas, inventions, and innovations. That type of genius was certainly reserved for a select few.

Then in the early 1900’s the French government commissioned psychologist Alfred Binet to develop the world’s first intelligence test to help identify and predict the performance of school children. The Stanford-Binet Intelligence Scales, as it became known, was later administered to new immigrants at Ellis Island as well as to evaluate and assign U.S. army recruits.

But even Binet didn’t believe that an individual’s score reflected their innate intelligence and abilities. He maintained that intelligence was far too complex to be boiled down to one test score. He suggested that variables such as motivation also played a big role in determining a person’s abilities.

Fast-forward to more modern times and IQ became *the* barometer for determining genius. In the 1960’s the new standard for evaluating IQ was the Wechsler test which updated the Stanford-Binet test by including the measurement of non-intellective factors such as confidence, fear of failure, and attitudes. This test is still used today.

Very few of us test at the genius level – less than 1% of the population. But what if you feel you were destined for something great, something your IQ score doesn’t reflect? Does that preclude you from getting your Mensa membership? Well, yes. But it also doesn’t preclude you from having an extraordinary life.

When you combine your deepest passion with a tenacious sense of purpose, when you nurture your special traits and practice proven work habits you have a great chance to fulfill your ultimate potential and let your inner genius shine. It’s time to find out what your unique gift, talent, and genius is.

Why Talent is Overlooked?

*“It would be folly to suggest that anyone can literally do or become anything. But the new science tells us that it's equally foolish to think that mediocrity is built into most of us” ~ David Shenk, author, *The Genius in All of Us*.*

Do you often find people complimenting you on your perseverance, your generosity or your kindness but you blow it off, presuming everyone has the same strengths? Most of us underestimate and undervalue our own true gifts thinking they are insignificant and common place, when in fact we all have something extraordinary to offer.

Why do we disregard, ignore or appear unaware of our unique abilities? Here are a few of the most common reasons:

- If our talents are not big, bold and earthshaking we dismiss them as commonplace.
- We don't notice, acknowledge and embrace our special gifts and characteristics because we've been trained to focus on the negative.
- We carry emotional baggage that keeps us anchored in the past and prevents us from seeking and living up to our full potential.
- Our culture reveres talent that is easily recognizable.
- Our talent is less evident to us and to those around us.
- We are encouraged to strengthen our weaknesses instead of build our strengths.

Although it is slowly changing, in our society it is common to focus more on our negatives – the areas that we need to change or make better – than our strengths. It is the media that tells us that we are not slim, strong, smart, good looking or educated ‘enough.’ We don't have ‘enough’ things, money, looks or smarts, so we must focus on these areas to make them better.

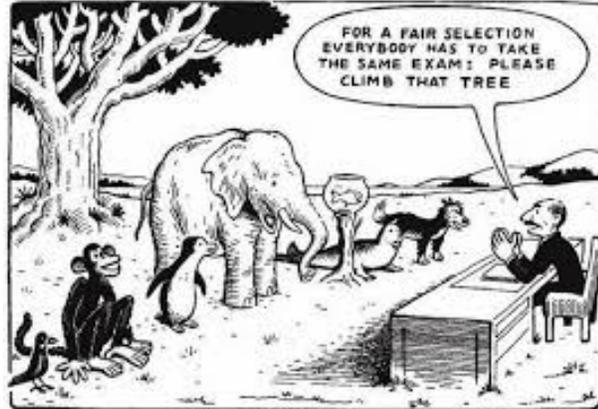
It is our bosses who give us our performance evaluations and direct our energies to areas where we don't perform at our best.

And even growing up, our parents and teachers would praise us for our good grades, but then tell us to work harder on the not-so-good subjects.

The following story is another example of what happens when our efforts towards improvement and excellence are misdirected.

**An Excerpt from “Let Rabbits Run” from the Book
Soar With Your Strengths: A Simple Yet Revolutionary Philosophy of Business and Management by Donald O. Clifton and Paula Nelson**

Imagine there was a meadow. In that meadow there is a duck, a fish, an eagle, an owl, a squirrel, and a rabbit. They decide they want to have a school so they can be smart, just like people. With the help of some grown up-animals, they come up with a curriculum they believe will make a well-rounded animal:



- Running,
- Swimming,
- Tree climbing,
- Jumping,
- Flying.

On the first day of school, little br'er rabbit combed his ears, and he went hopping off to his running class. There he was a star. He ran to the top of the hill and back as fast as he could go, and oh, did it feel good. He said to himself: "I can't believe it. At school, I get to do what I do best."

The instructor said: "Rabbit you really have talent for running. You have great muscles in your rear legs. With some training, you will get more out of every hop." The rabbit said: "I love school. I get to do what I like to do and get to learn to do it better. "

The next class was swimming. The Rabbit said: "Wait, wait! Rabbits don't like to swim." The instructor said: "Well, you may not like it now, but five years from now you'll know it was a good thing for you."

In the tree climbing class, a tree trunk was set at a 30 degree angle so all the animals had a chance to succeed. The little rabbit tried so hard he hurt his leg.

In jumping class, the rabbit got along just fine; in flying class he had a problem.

The next morning he went on to swimming class. He told his teacher, "Rabbits don't like to get wet. I'd like to drop this course." The instructor said: Either you jump in or you flunk."

The rabbit jumped in. He panicked! He went down once. He went down twice. Bubbles came up. The instructor saw he was drowning and pulled him out.

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The next morning the rabbit headed off to school with a slow hop. Then he remembered that the principal had said that any time he had a problem to remember that the counselor's door is always open.

When he arrived at school, he hopped up in the chair by the counselor and explained his dilemma. The counselor said, "Rabbit, I tell you what we'll do. You're doing just fine in running. I don't know why you need to work on running. What you need to work on is swimming. I'll arrange it so you don't have to go running any more, and you can have two periods of swimming."

When the rabbit heard that, he just threw up!

* * *

Few of us were fortunate enough to be born with a pitch perfect singing voice, the painting skills of a Picasso, the hoop skills of Michael Jordan, or an early, innate understanding of $E=mc^2$. Most of our talents are far less obvious. Even if our early childhood gifts were readily evident the chances of being 'discovered' and guided on our paths are slim. And as illustrated in this story, our efforts are directed toward areas that need 'further development'.

Failing to be discovered, the passage of time, the pressure of peers, and the expectations of parents serve to encourage us to 'fit in' to the status quo. So we bury our dreams.

Discovering your talent won't necessarily lead to a road of riches in terms of money. It may not even lead to a job. But finding your special gifts and giving them life allows you to create a life that is richer, fuller and more gratifying to both you and those around you.

Discovering and Tapping into Your Own, Unique Inner Genius

Whether your ability is found in the field of arts, sciences, mathematics, economics, psychology or some other area of expertise answering a few simple questions can help reveal your special talent:

What did you love doing as a child?

Think back to a time when you were a carefree kid. A time where you were less influenced by inner fears, peers or parents and more inspired by your sense of wonder, curiosity and adventure:

- What games did you play?
- What skills, abilities or interests did you call upon to play those games?
- What were your favorite subjects in school? Why?
- What books did you read?
- What music did you listen to?

Revisiting your childhood, uncensored, helps take us back to our true selves and can help give clues to our natural abilities. Even if socializing at lunchtime or telling jokes in the locker room was your only favorite subject, that insight can reveal a lot about your talents.

Answer the question, “What did I love doing as a child?”

What do you love doing now?

When you think about your life today:

- What hobbies or pastimes are you naturally drawn to?
- What activities do you take part in where ‘time flies by’? These are the tasks, hobbies, and interests where you’re so focused you lose your sense of time and forget to eat, drink or sleep.
- What’s one thing you do that takes time, effort and concentration but returns that energy in the form of satisfaction?
- What projects, activities or jobs have you done that made you feel happy and fulfilled? What about them did you enjoy?

Maybe it’s time to explore these activities more thoroughly and invest in some tools, courses or other resources to up your game.

Answer the question, “What do I love doing now?”

What comes easy to you?

What are the activities you find the easiest or most obvious to do while others struggle and stumble through?

Think of what skills come easily to you – the skills you excel at, the abilities you do well without really thinking about or trying. It could be something you do well but don’t really enjoy, like a task at work. But it could also indicate an interest that is worth investigating. Maybe you have amazing baking skills or can doodle with the best of them or are a whiz with a wrench. That could mean looking into opening a bakery, starting a comic book or restoring old cars.

What talent are you taking for granted and dismissing as commonplace?

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It might be time to take that gift more seriously. These ‘obvious’ talents can offer a window into our passions; we just need to open that window to let the light shine through.

Answer the question, “What comes easy to me?”

What activities scare you most?

What activities make your palms sweat with nervousness AND curiosity?

Our fears can be like locked doors, behind which lies our most rewarding and fulfilling experiences, despite those anxieties. These are the activities that both scare and excite you at the same time. Perhaps it’s open mic night at the local pub, public speaking on a subject near to your heart or leaving your corporate job to work in social justice. Get to know what you fear and instead of avoiding it, ask what it’s trying to tell you. That might be the very place you need to look for your hidden talent.

Answer the question, “What activities scare me most?”

What things do others tell you you're great at?

Start asking people, 'What are my talents, my gifts?' or 'What kind of problems am I best at solving?' or "When do you see me having the most fun and feeling the most fulfilled?" Even strangers can offer objective, incisive feedback that can save us loads of time self-analyzing. You don't have to agree with everything people say, but their insight could help shine a light in the direction of your purpose. Chances are, your trusted friends and family have already been pointing out your unique talents. Is it time to start listening?

Answer the question, "What talents do others say I'm great at?"

What about your personality?

Personality assessments can help determine our individual traits, temperament and interests. These insights offer another layer of understanding into our inner genius. The right test can provide clear and useful feedback and put us on the path we were meant to walk. But they are only as helpful as the person taking them so try to detach from the outcomes and just answer the questions according to your instincts. Remember, no test is perfect or will give you the ultimate 'aha' moment, but they can add layers of understanding and hints at what interests to investigate. The Myers-Briggs Type Indicator® (MBTI), the Keirsey Temperament Sorter®, Strengthsfinder 2.0®, or True Colors® are a few of the better-known tests in helping understand your own unique personality type.

Answer the question, "What do personality assessments say about me?"

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Once you've begun the process of discovering more about your personality, your preferences, your new passions, or perhaps rediscovering old hobbies, it's time to 'stand on the shoulders of giants' and learn how to maximize your talents.



The Common Qualities of Uncommon Genius

Before inventing the phonograph, the motion picture camera and the modern day light bulb, Thomas Edison was labeled by his teachers as “too stupid to learn anything.”

Olympic medalist Wilma Rudolph who in the 1960’s was the fastest woman in the world, was stricken with polio as a child and told by doctors that she would never walk.

Sigmund Freud was nearly booed off the stage in Paris when he first shared his psychological theories with the scientific community.

Yet despite their struggles, these geniuses were able to tap into their innermost talents and use them to change the world.

Many people have managed to hone in on their inner genius regardless of their critics. We see them in our everyday lives – from the exceptional primary school teacher, to the brilliant researcher, to the accounting whiz. These are the people that follow their passion and their instinct despite what others think.

Those who have tapped into their ‘inner genius’ exhibit certain character and personality traits. Do this quick self-assessment below and see how many of these traits you recognize in your own life.

As you read through the list below, write down next to each point the frequency (always, sometimes or never) you display that trait.

Characteristics of Geniuses	Always, Sometimes, Never
<ul style="list-style-type: none">• Naturally inquisitive and follow their curiosity wherever it takes them	
<ul style="list-style-type: none">• Pursuing their passions with enthusiasm and intensity and run out of waking hours before they run out of interest.	
<ul style="list-style-type: none">• Open-minded and actively seek opportunities to challenge their perspective.	
<ul style="list-style-type: none">• Able to make connections between seemingly unrelated situations that others miss.	
<ul style="list-style-type: none">• Focused and able to block out distractions while they work on what they love.	
<ul style="list-style-type: none">• Resourceful, inventive, and often conceptualize innovative ideas for common challenges.	

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<ul style="list-style-type: none">• Aware of their limitations, but choose to concentrate on enhancing their strengths.	
<ul style="list-style-type: none">• Able to persevere through self-doubt and negative outside influences.	
<ul style="list-style-type: none">• Willing to challenge what they think they know by learning, unlearning and relearning.	
<ul style="list-style-type: none">• Undeterred by failure and use setbacks as building blocks to realize their end goals.	

How did you score? What behaviors do you frequently make use of in your day-to-day life? What traits come natural and easy?

Hopefully this report has got you thinking about where your natural talents lay. You've seen the personality traits others exude, and you can use that as inspiration to help inform and guide you to nurture those characteristics within you.

As valuable as it is, changing our deep-seated personality traits can be like pulling teeth, painful and costly to our ego. Luckily, changing work habits is much less, well, *personal* than overhauling your idiosyncrasies and can be a more tender way to start the process of discovering and honing your talent.

Conclusion

“Many people die with their music still in them. Why is this so? Too often it is because they are always getting ready to live. Before they know it, time runs out.” ~ Oliver Wendell Holmes, Sr.

There is no magic pill or panacea in the pursuit of your life purpose, your passion, and your inner genius. Discovering your inner genius is a learning process that takes time. With the right combination of curiosity and perseverance and by incorporating some proven work habits, you too can expand upon your natural gifts and abilities to pursue a life that is meaningful and fulfilling.

This doesn't mean you have to become an Einstein or Michelangelo, but the days of genius being reserved for the few, the privileged or the lucky no longer exist. Each and every one of us has something inside us that calls to us - a longing to be more, experience more, and to give more. By examining our own talents, trusting our intuition and incorporating proven work habits, we increase our chances of discovering and embracing our true genius.

Unleashing your own inner genius takes an open mind, discipline, perseverance and commitment to take action. Don't give up! You can do it! It's time to let your brilliance shine through!

