

# Unleash your Practical Genius

Presented by  
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Genuine Insights Inc.

**A 5-STEP PLAN TO TURN  
YOUR TALENT AND  
PASSION INTO SUCCESS**

## PRACTICAL **GENIUS**

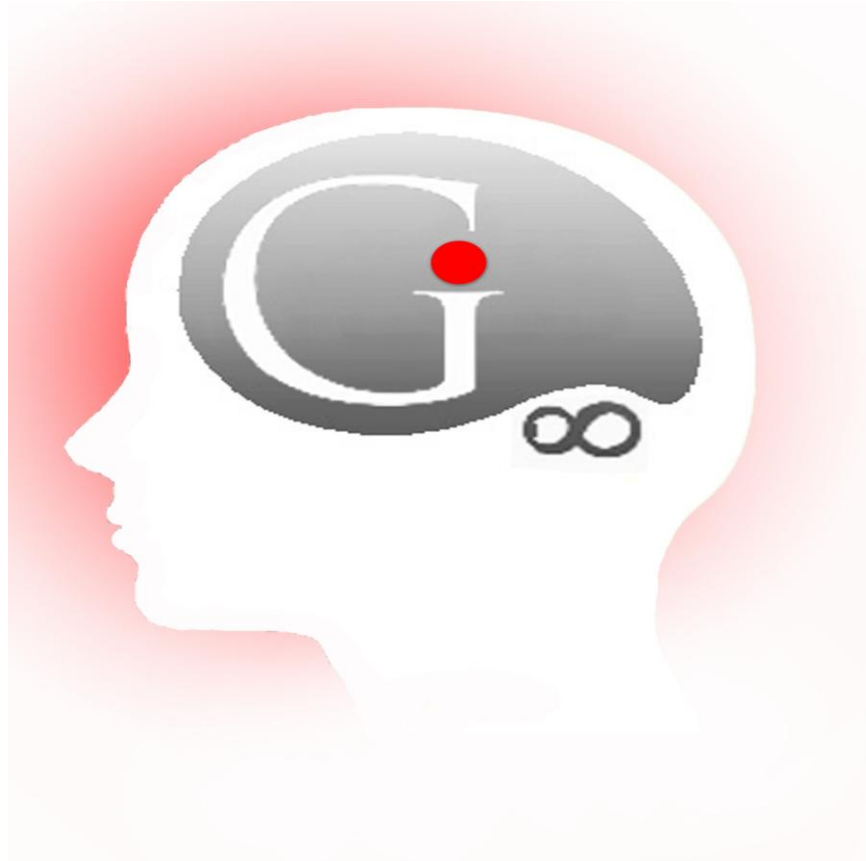


*“Positive, insightful, and generous,  
this book will go a long way in helping  
you realize that genius is a choice.”*

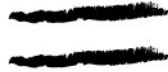
—SETH GODIN

GINA AMARO RUDAN

Genius is a Choice, NOT a Gift!



# PRACTICAL GENIUS



## Soft Personal Assets

Values

Creative Abilities

Passions

## Hard Professional Assets

Strengths

Skills

Expertise

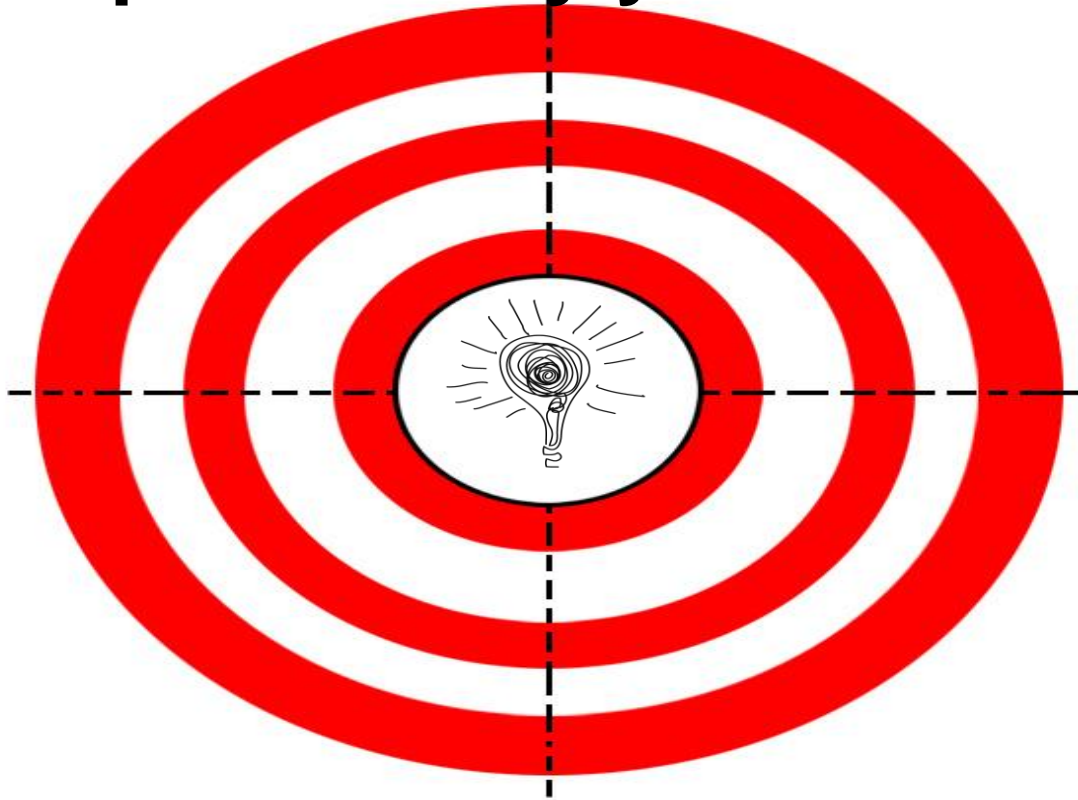
**PASSIONS | VALUES | CREATIVE ABILITY**  
Soft Personal Assets

Practical  
Genius  
Model

**SKILLS | STRENGTHS | EXPERTISE**  
Hard Personal Assets



# Step 1. Identify your Genius



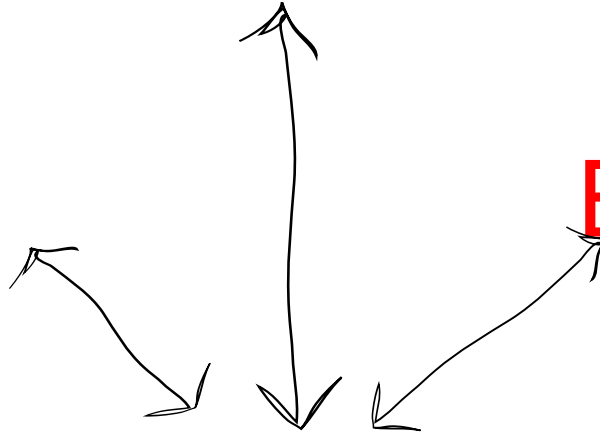
# DISCOVERING YOUR HARD ASSETS

**STRENGTHS**

**SKILLS**

**EXPERTISE**

**HARD ASSETS**



A hand-drawn double-line border in black ink, with slightly irregular, wavy lines, framing the central text.

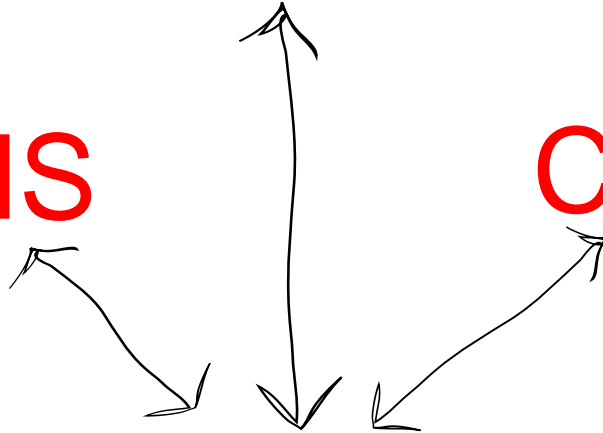
# **IDENTIFYING YOUR SOFT PERSONAL ASSETS**

**VALUES**

**PASSIONS**

**CREATIVITY**

**SOFT  
ASSETS**



# What are your Values?





What are your **Passions?**



# Creative Abilities

# Find the Convergence





Santa Fe Community Foundation  
**Hub for Social Innovation**

## 2. Express and Share your Genius



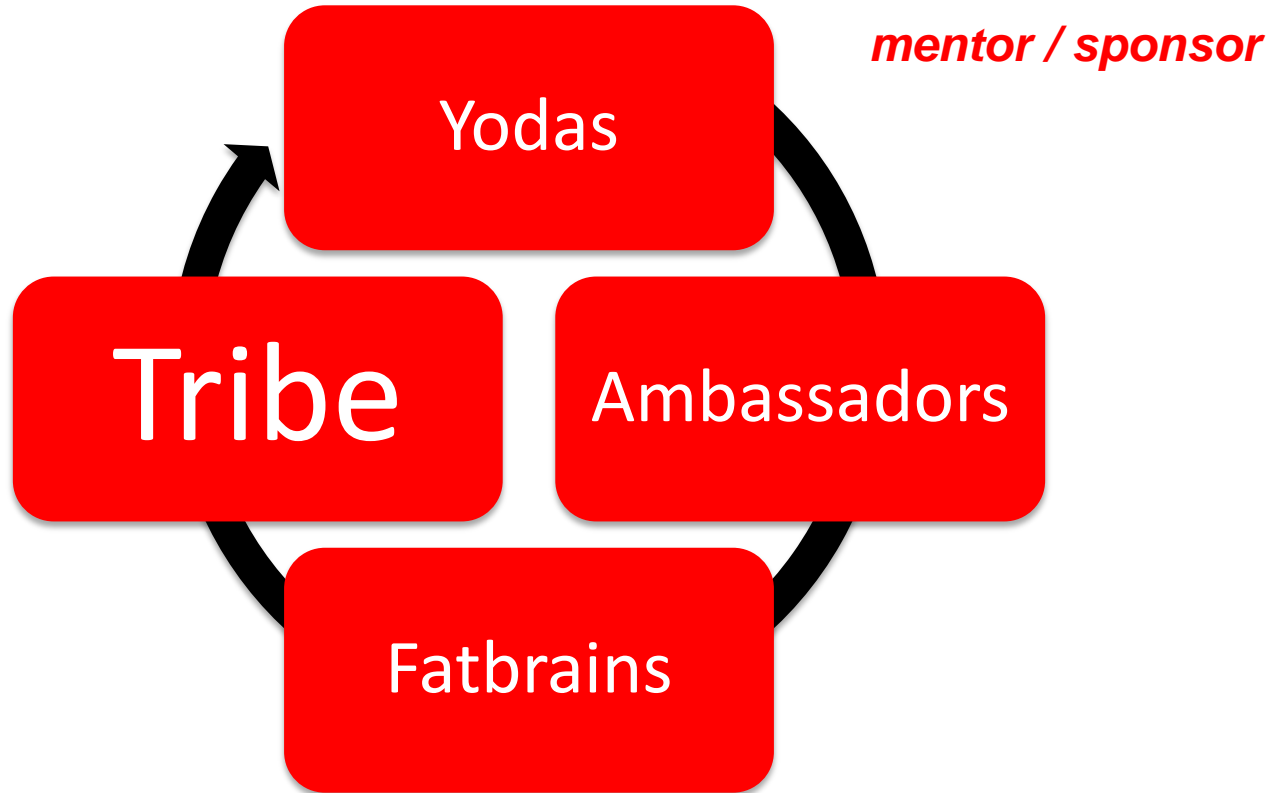


Its Time to Share your Story



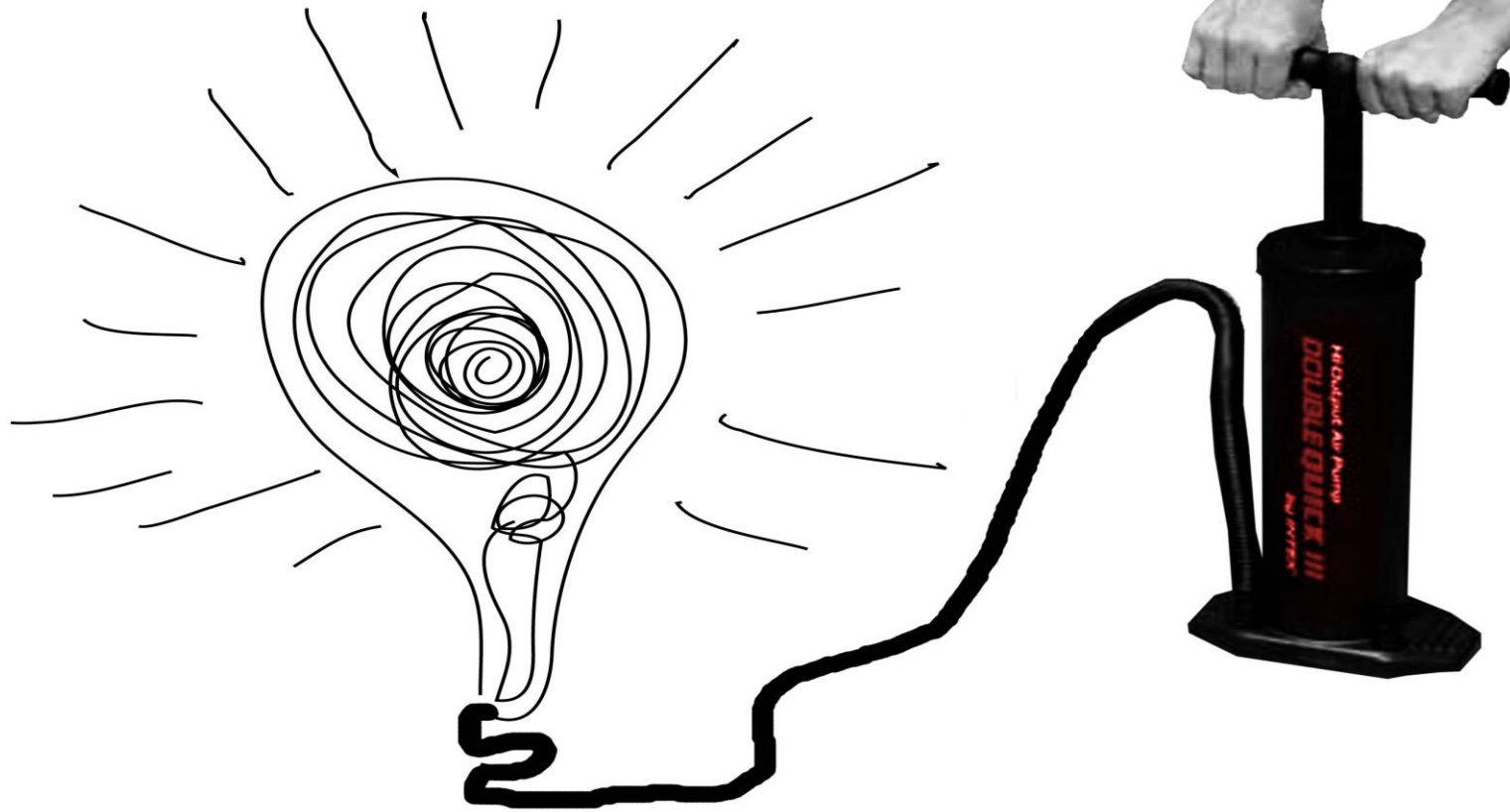
**3. Surround yourself with Genius**

# Kinds of Relationships

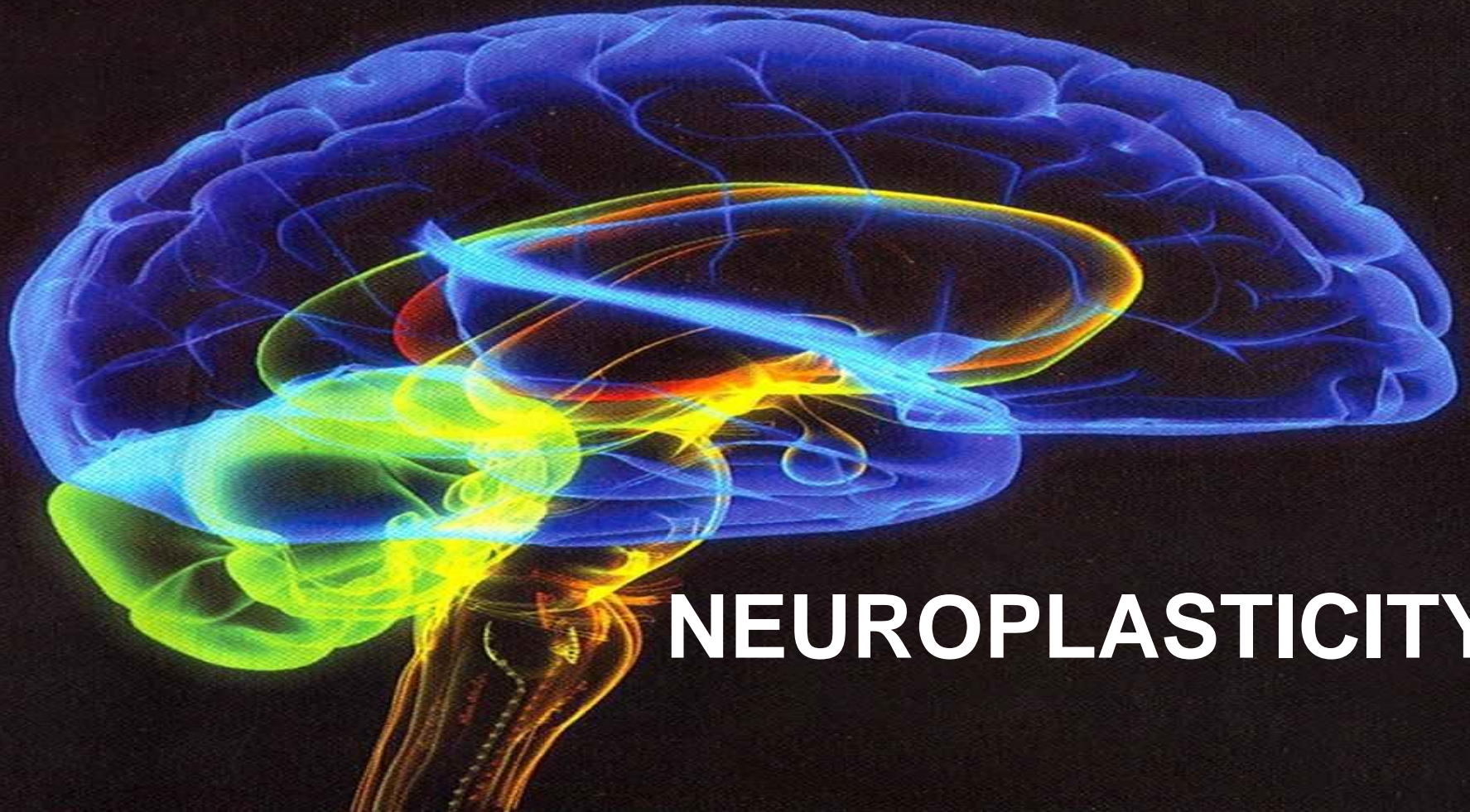


# Fat Brains See the World **Differently**





Step 4. Fuel your Genius



**NEUROPLASTICITY**

# Stress & Resilience

- Schedule 'Renewal' practice into your calendar daily.
- 5-minute meditation twice daily
- Unplug at least 1 hour daily
- Do one thing each day that you are passionate about



## Step 5. Market and Leverage your paradox



# Your Leadership Opportunity Today is to...

1. Bridge the Resource Gap
2. Take us into the Digital Age of ty crowd funding / giving
3. Hack Culture
4. Act as Knowledge Agents for Change
5. Curate Cross Sector Conversations



# Doing Well by Doing Good



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