



TURNED

ON

**INSPIRATION & EXERCISES TO GET YOUR
CREATIVE JUICES
FLOWING**

FOR BUSINESS BRILLANCE

Brains for Hire



Corporations, governments, and non-profit organizations spend millions of dollars for ingenious thought. The hire think tanks, idea entrepreneurs, creative consultants and futurists. Mega brands like P&G, McDonald's and Mars spend \$200,000 to \$500,000 a month for deep thinkers, depending on the

complexity and ambiguity of the question the company needs answered.

But you can learn to think as these well-paid consultants do. Right here is where you'll start unleashing your imagination. You'll do this by letting more voices in your head have their say!

...Remember all of those inner-voices that criticized how you've done things in the past? Well, we'll silence their staid and static microphones!

You're made of the same stuff as the following famous thinkers. Consider their brilliance a moment before we get to work on honing *yours*...

A Few of the World's Brightest Stars

Thomas Alva Edison

Edison was born on February 11, 1847 in Milan, Ohio, and was raised in Port Huron, Michigan. He is more responsible than anyone else for creating the modern world, shaping both its physical and cultural makeup.

An inventor and businessman, Edison developed numerous devices that have greatly impacted lives around the world. The fourth most prolific inventor with 1,093 U.S. patents, Edison's genius inventions the electrical power, the light bulb, the motion picture camera, the phonograph, recorded music, the stock ticker, and a battery for an electric car.

Historian Paul Israel characterized Edison as a "freethinker," due to his admiration of Thomas Paine's *The Age of Reason*. "Freethought" is a philosophical viewpoint where upon practitioners hold opinions based on science, logic, and reason – without the influence of authority, tradition, or other dogmas.

Marie Curie

Madame Marie Curie was the first woman to receive the Nobel Prize, and was the first person to win it in two separate categories. Her first award was for research into radioactivity (Physics 1903). Her second Nobel Prize was for Chemistry in 1911. A few years later she also helped develop the first X-ray machines.

Marie Curie was born in Warsaw, Poland and eventually attended college in Paris at Sorbonne University, as education for women was forbidden. She discovered radium and its properties, its ability to burn away diseased cells in the body. In fact initially, radiotherapy was called Currietherapy.

The onset of World War I in 1914 led to Marie Curie dedicating her time to the installation of X-ray machines in hospitals. She knew that x-ray machines would easily be able to locate shrapnel, enabling better treatment for soldiers. By the end of the first world war, over a million soldiers had been examined by her X ray units.

Ray Kroc

In 1954, Ray Kroc, then a 52-year-old milkshake machine salesman, saw a hamburger stand in California owned by the McDonald brothers, and envisioned a massive new industry: fast food. As founder of McDonald's Corporation, Kroc proved himself an industrial pioneer.

Kroc revolutionized the American restaurant industry by imposing discipline on the production of hamburgers, French fries, and milk shakes. By developing a sophisticated operating and delivery system, he insured that the hamburgers that customers bought in Illinois would taste the exact same as those purchased in California. In fact, an extreme eye toward "consistency" is what made McDonald's the mega brand name it is today.

Ultimately, it was Kroc's decision to use real estate as a financial lever that made McDonald's a viable operation. By 1960, there were more than 200 McDonald's stores across the United States, an expansion fueled by low franchising fees. He then introduced national advertising programs to support the rapid proliferation of restaurant franchises.

Wangari Muta Maathai

Wangari Maathai was born in Nyeri, Kenya in 1940. The first woman in East and Central Africa to earn a doctorate degree. In 2004, she became the recipient of the Nobel Peace Prize - the first time it had gone to an African woman, and arguably the first "green" Nobel prize.

It was in 1976, while president of the National Council of Women, that Dr. Maathai pressed forward with a most genius idea: the mass planting trees in Kenya as a broad-based, grassroots employment initiative for African women.

Founded in 1977, Maathai's Green Belt Movement led to approximately 45 million trees being planted around Kenya. The environmental benefits of that are immensely important. But what made the movement even more remarkable was that it was also served as a source of employment in rural areas. Dr. Maathai's Green Belt Movement gave new skills to women who regularly came second to men in terms of power, education, and nutrition.

Steve Jobs

Co-founder of Apple, Inc., Jobs was a rare creature - a creative thinker who was also commercially aware. He is listed on more than 300 Apple patents including the Macintosh computer and mobile devices including the iPod, iPhone, the iPad.

He had the ability to not only combine form and function seamlessly but he also operated based on raw intuition and overlaid it with the rational and the logical... formidable!

People like Steve Jobs don't think linearly. They connect information in random and ad hoc ways, often aided by a strong gut feeling. They give ideas an all-important twist that turns the ordinary to extraordinary. Creative thinkers have a great ability to visualize potential solutions, and literally see those solutions in their minds' eye.