

"External conditions can to a certain extent, reduce, but never cancel individual responsibility." Albert Einstein

- ▶ Are your people stuck between too few new ideas and too much competition?
- ▶ Are your managers frustrated and ill-prepared to change old ways of thinking?
- ▶ Are your peoples' creative juices drying up from the impact of new regulations, budgets, policies?
- ▶ Are your people working long and hard and feeling out-of-balance, on and off the job?
- ▶ You've made efforts to stimulate innovation, and some of your people may be stretching to think bigger, but don't they bump heads with others that are trapped in old ways?

Say Yes to any of these, and your people need to experience this powerful new Day of Genius, designed to integrate a motivating and inspiring message about innovation throughout your organization.



“A Day of Genius - The Einstein Way ”

One Day + Three Audiences = Mutual Benefits Learning How To:
Master a new vocabulary about innovation and intelligent change.
Integrate imaginative ideas into deeper levels of your organization.
Start thinking in ways they've never 'think" before.

Our bottom line is simple - to prepare your people to apply to their own work, the insights about thinking, as perfected by Albert Einstein. Dr. Bercovitz appears, in the guise of Einstein, to deliver an accelerated learning experience that's FUN, interactive, highly entertaining, intelligent and authentic. We can indeed reach and teach your savvy professionals with entertaining, informative, and effective ways to change their thinking.

JUST ONE EXAMPLE of what Your Day of Genius can look like.

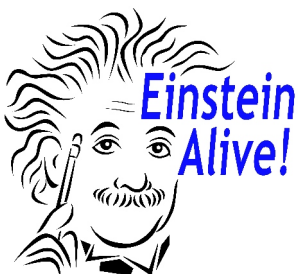
1. **Kick off your Day by invigorating your top executives or managers** with an internal event designed to spark their imagination, boost innovation, and catalyze intelligent change. Dr. B will congratulate them and challenge them to think even bolder.

2. **Thank your VIP customers** by inviting them to lunch at a nearby first-class hotel, away from their normal distractions. A wonderful example of experiential marketing, this external event shows your appreciation for their business, and it also promotes an open forum for new ideas between your customers and your key staffers, without a sales pitch. Your Day of Genius is a great way to stay connected, express gratitude, and promote innovation.

3. **An evening of Family Fun, outside-the-box thinking, and strategic advantage.** Reinforce their sense of loyalty and your organization's commitment to building a creative culture that nurtures professional and personal pursuits. Cap off your Day of Genius with a special family program, "Einstein and the Black Fabric of Space!" It's definitely food-for-thought for the entire family. It's also guaranteed to open minds, stimulate great family conversations, kindle a love of science, nourish a community commitment to life-long learning, and bolster your local recruitment and retainment efforts. And if logistics allow, you may want to open this event to the public, as an example of community leadership. That's PR with a bigger purpose!

"If you need to change people's behavior and habits on how they see things, then look no further. This Einstein Guy is the one who can bring this message home...He has come back to us three times. A year on, participants continue to remember some aspect of his insights and to live some of his recommendations."

Jason Quan, VP of Global Supply Management at Unilever



Events that Change the Way Your People Think

▶ Keynotes ▶ Workshops ▶ Special Events

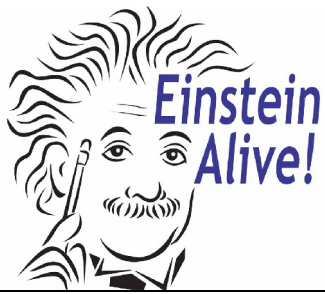
Dr. Arden Bercovitz, CSP

Contact us today to book Dr. B.

EinsteinAlive.com

DrB@EinsteinAlive.com

800-748-6967 760-726-1124 (CA)



Events that Change the Way Your People Think

Imagination and Motivation for Business
 ▶ Keynotes ▶ Workshops ▶ A Day of Genius

**Please FAX completed form to
 760-726-3186**

Circulation List	Sent/Rec'd
_____	_____
_____	_____
_____	_____
_____	_____

Champion's Check List - A Matrix Tool to Help You Share A Day of Genius

Maximize your Day of Genius with this Matrix Tool to clarify who needs, wants, or simply deserves special encouragement and insights from an audience with Einstein. Your help is needed to identify key decision makers in your organization and enlist your most influential groups. Be sure to print, then add your name to the Circulation List box. As you make comments, keep one question in mind: who can best use this unique Day of Genius experience to integrate innovation across broader boundaries? Together, you will review with Dr. B all comments to choose options with the most potential for your Day.

Rankings	Check all that apply.	Why they need to share the wealth of ideas from A Day of Genius (Note all that apply)	These are some familiar problems that we can address and help you resolve.
<u>1</u>	<input checked="" type="checkbox"/> Sales Teams	<u>A I K</u>	A- Want to reward the best producers. B- Want to inspire everyone, at all levels. C- Want to get people on the same page. D- Want to establish common language for creativity and innovative ideas. E- Want to make new friends and influence people in your local community. F- Want to become an employer of choice. G- Want to be perceived as a creative leader in your local community. H- Want all to get an innovation infusion. I- Want to boost morale and productivity. J- Need more, bigger and bolder ideas. K- Want some help to stay focused. L- Need to keep creativity juices flowing. M- It's been too long since last family event. N- Want relief from habitual thinking. O- Need to really integrate innovation P- Want to reward/celebrate best customers. Q- _____
_____	<input type="checkbox"/> Marketing Staffers	_____	
_____	<input type="checkbox"/> Executive Management	_____	
_____	<input type="checkbox"/> Managers/Supers/ Dept Heads	_____	
_____	<input type="checkbox"/> R&D Staffers	_____	
_____	<input type="checkbox"/> Customer Service Staffers	_____	
_____	<input type="checkbox"/> VIP - Customers or Suppliers	_____	
_____	<input type="checkbox"/> Community Partners	_____	
_____	<input type="checkbox"/> VIP - Academic Partners	_____	
_____	<input type="checkbox"/> Regional Diversity Partners	_____	
_____	<input type="checkbox"/> Recruitment/Retainment Efforts	_____	
_____	<input type="checkbox"/> Your Company's Foundation	_____	
_____	<input type="checkbox"/> Support for Local Schools	_____	
_____	<input type="checkbox"/> Other _____	_____	
_____	<input type="checkbox"/> Other _____	_____	