

Surrounded by Geniuses

OVERVIEW

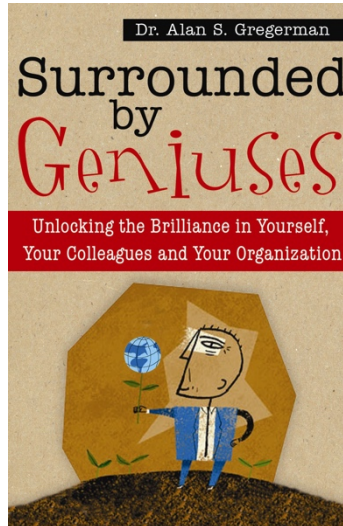


Illustration by JAMES YANG

In this lively and thought-provoking book, renowned consultant Alan Gregerman explores two simple and powerful ideas...

First—that companies and the people in them don't have to be brilliant to win in the most competitive marketplaces. Instead they need to be more talented at unlocking their own genius and brilliance in the ever-shrinking world around them and turning it into new and compelling value for the customers they choose to serve.

Second—that the best business ideas, and the best insights on how to execute them with skill and passion, are likely to be found in some of the most unlikely places. Instead of only benchmarking the best practices of competitors and other leading businesses, companies should cast a much wider net by examining history, popular culture, nature, science, and even science fiction if they really want to figure out how to separate themselves from the pack. And, they should learn to tap the real talents of all of their people.

Welcome to a world in which the inspiration to do remarkable things is everywhere, where everyone has access to roughly the same knowledge, where every company has a real chance to win, every employee has the ability to make a real difference and only the curious will survive. Welcome to a world in which we are all literally and figuratively surrounded by geniuses!

Surrounded by Geniuses begins by explaining why popular approaches to people, business strategy, innovation, and marketing don't work anymore and why a new way of thinking and acting is essential to employee engagement, and customer and business success. Then, combining an explorer's passion with the curiosity and openness of a child, Gregerman takes us on ten intriguing journeys across time and space to discover compelling ideas that can be used to transform practically any company or organization. In the process, we will discover:

- What it means to guarantee customer satisfaction and why making and delivering a promise that matters is the simplest and best idea in the history of business;
- How untrained nine-year-old girls can outsell most corporate salespeople through the magic of a conversation that matters;
- Why business is really a performance and the best teachers might be the people who reinvented circus;
- How the world's finest concierges solve unusual customer requests and why all of our personal networks are the ones that should never "go down";
- Why the best shock-trauma units can save people on the verge of death while most help desks can't even answer a simple question;
- What cheetahs can teach us about being really fast when speed actually counts;
- Why watching Seinfeld reruns might be much more useful to companies than spending millions of dollars on market research;

- What rocket scientists can teach us about how to be brilliant at things that aren't very complicated;
- Why taking an aerobics class in Sweden might be the best way to understand the potential of making customers fitter, happier and more successful; and
- Why businesses and organizations of all sizes need to think and act more like Spiderman if they want to win in the future.

He then shows us how companies, leaders and employees at all levels can use these ideas to transform their organizations and create compelling results.

So grab your passport, a comfortable pair of shoes, and a curious and open mind. It's time to discover the future of energized employees, and customer, business, and personal success!

Winner of the **Axiom Award** as "Best Leadership Book" of 2008, **Surrounded by Geniuses** is available on [Amazon.com](https://www.amazon.com) and wherever thoughtful books are sold.

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