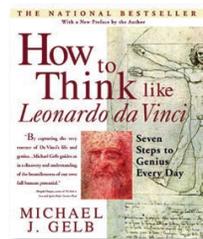


## How to Think Like Leonardo da Vinci: Seven Steps to Genius Every Day

By Michael J. Gelb  
Bantam Dell, A Division of  
Random House, Inc., 1998



### A self-improvement work of art

Known for artworks like the “Mona Lisa” and “Vitruvian Man,” Leonardo da Vinci was more than an exquisite artist. He was an inventor, scientist, military engineer – and Renaissance man who believed the knowledge of all things was possible. Da Vinci’s insatiable curiosity compelled him to pursue truth and believe that experience is the source of wisdom.

Sure, the world has changed since the turn of the 15th century, but the way da Vinci approached life can be

applied to improve yours – both personally and professionally. Author Michael Gelb created a practical guide for others to maximize the use of their minds, inspired by the maestro himself. After all, Gelb argues, da Vinci may be the best example we have on how to explore the full capacity of human creativity and genius.

Each of the seven principles relates to da Vinci’s writings, artwork or way of life, and inspired a series of self-reflection assessments and in-depth applications and exercises.

**Curiosita** An unrelenting quest for continuous learning. Gelb challenges us to study a new language and provides tips for accelerating this learning.

**Dimostrazione** Test knowledge through experience, persistence and a willingness to learn from mistakes. Gelb guides us to write affirmations as a form of resilience.

**Sensazione** is the continual refinement of the senses, especially sight, to enliven experience. Gelb gives readers tips for hosting a wine tasting to heighten our appreciation for flavors and scents. *Salud!*

**Sfumato** describes a willingness to embrace ambiguity, paradox and uncertainty. Take time for solitude and relaxation with a walk in the woods, a rest in bed or a calming bath.

**Arte/Scienza** defines the balance between science and art, logic and imagination, in other words, “whole-brain” thinking. Gelb provides detailed instructions to create your own mind maps.

**Corporalita** is the cultivation of grace, ambidexterity, fitness and poise. Gelb challenges us to use our non-dominant hand, experiment with mirror writing and draw with both hands simultaneously.

**Connessione** describes the appreciation for the interconnectedness of all things, in other words, systems thinking. Gelb encourages readers to explore our family dynamics by asking a series of questions, like “What roles does each person play?” and “What happens to the dynamics under stress?”



As long as you can overlook a handful of outdated references to a “beeper” or the “world wide web,” this is a timeless text that you’ll keep for years to come. The author revisits the extensive exercises every five years to re-envision his life’s destiny. Whether you are seeking the interconnectedness of your personal and professional aspirations or simply have a desire to explore the full capacity of your mind, Gelb delivers. [W](#)

*“Da Vinci gave birth to a tradition that resulted in the modern discipline of ‘brainstorming.’ Prior to da Vinci the concept of ‘creative thinking’ as an intellectual discipline didn’t exist.”*

*“Although your boss may not accept the idea that ‘the greatest geniuses sometimes accomplish more when they work less,’ the art of incubation is, nevertheless, essential to actualizing your creative potential.”*



“Shallow Stream” by Jason Rich | Oil on board – 36” x 30”

Growing up on a farm in Idaho, painter Jason Rich was surrounded by horses. From riding and training, to attending horse shows and breaking colts with his father, his western roots took hold early. And somehow, so did a passion for drawing. “I was always on a horse growing up, and I always drew,” he shares with *WorthWhile*. Fittingly, this led him to complete undergraduate and master’s degrees in art education at Utah State University.

For his master’s thesis, Rich created a series of paintings set on a 1917-era historical farm that offered

many interesting stories and backdrops. Not long after, he decided to pursue his artistic passion and become a professional painter. Since then, he has garnered high recognition for his authentic depictions of western life.

His paintings focus on lighting, natural movement and a little drama. He frames these elements within simple compositions to draw you in. The quiet of “Shallow Stream” – tells a real story. “Backpacking is a big part of life here, along with hunting and outfitting,” he says. The painting shows a relative of Rich’s backpacking into cattle country. But exactly what

he’s doing and where he’s going is left up to the viewer, as Rich prefers to allow room for personal interpretation.

Sometimes Rich has an idea or concept in mind for exactly what he wants to paint, and then goes into the field to photograph reference material. But other times, as is the case with “Shallow Stream,” inspiration strikes. “We were out in the field when I turned back and noticed this moment,” he says. Rich was intrigued by the lighting and gestures, as well as the splashing water, capturing it all as it happened. Soon, a moment recorded by mind and camera was brought to impressionistic life in Rich’s home studio.

Rich’s first of several galleries was in Jackson, Wyoming, before his career really blossomed. Today he also has gallery representation in Arizona, Colorado, Montana, Texas and Utah. Rich is a distinguished member of the Cowboy Artists of America. Founded in 1965, this exclusive organization of artists is dedicated to carrying on the legacy of the American West.

Rich, his wife, Kari, and their three children live on a small horse ranch in the Cache Valley area of northern Utah. To learn more, visit [jasonrichstudios.com](http://jasonrichstudios.com). [W](#)

#### The Tom and Mary James/Raymond James Financial Art Collection

One of Florida’s largest private art collections, The Tom and Mary James/Raymond James Financial Art Collection is housed at the Raymond James Financial headquarters in St. Petersburg, Florida. The collection includes paintings, drawings, sculptures, graphics and mixed media. A portion of the collection resides at the new James Museum of Western & Wildlife Art (visit [thejamesmuseum.org](http://thejamesmuseum.org)). The museum represents the culmination of Tom and Mary’s more than 50 years of collecting culturally significant pieces and is a gift to the community.