



How to Think Like Leonardo da Vinci

Seven Steps to Genius Everyday

by Michael Gelb

Dell © 2000
336 pages

The Big Ideas

The Seven Principles

Of da Vinci's genius.

A Hundred Questions

That can change your life.

Keep a Journal

Or da Vinci-like Notebook.

Unconscious Database

Tap into it!

Get Your Mind Map On!

Powerful stuff.

Affirmations

How're yours?

Learning to Draw

See the world anew.

The Body of a Genius

How's yours?

Goals and Process

Both, please! :)

“It was with the idea of finding the principles underlying Leonardo’s limitless creativity that I began my work on the book you are now holding in your hands. The seven principles I eventually identified were simply my attempt to write the how-to guide that Leonardo never put down on paper, to codify the principles implicit in Leonardo’s work so that they can be used by others. I feel very strongly that the genius of Leonardo resides not just in what he created by in what he can inspire us to create. Beyond all his stellar achievements, Leonardo da Vinci serves as a global archetype of human potential, giving us intimations of what we ourselves may be capable of doing.” ~ Michael Gelb from *How to Think Like Leonardo da Vinci*

Did you know that Leonardo da Vinci was not only the leading artist (*Mona Lisa*, *Last Supper*, etc.) of his time, he was also an incredible inventor, military engineer, musician, and scientist (not to mention the fact that he was, apparently, also one heck of a party planner and one of the strongest athletes as well)?!

Yep, that’s our kind of guy.

In *How to Think Like Leonardo da Vinci*, Michael Gelb boils down da Vinci’s genius into seven attributes and provides a fun and powerful framework complimented with incredible exercises that help us develop our creativity and fully express our unique genius.

This book was one of the most influential reads in my early days and I can vividly remember reading it shortly after selling my first business (eteamz) nearly eight years ago. I highly recommend it and I’m excited to share some of my favorite Big Ideas (plus one of the most transformative exercises I’ve ever done: A Hundred Questions).

Let’s start by taking a quick look at the seven attributes of da Vinci and then we’ll explore a few of my favorite Big Ideas on how to rock em!

■ The Seven Principles of da Vinci’s Genius

After an introduction to da Vinci’s life, Gelb walks us through these seven attributes of da Vinci’s genius. (Note: Please say these out loud with your best Italian accent! :)

1. **Curiosità**—An insatiably curious approach to life and an unrelenting quest for continuous learning.
2. **Dimonstrazione**—A commitment to test knowledge through experience, persistence, and a willingness to learn from mistakes.