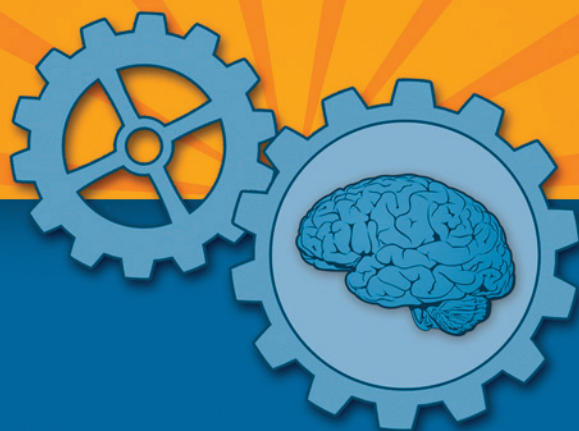


# What's Your Genius?



*HOW THE BEST THINK FOR SUCCESS IN THE NEW ECONOMY*


*"What's Your Genius will help you discover your natural talents and reach your peak level of performance—effortlessly! Jay does a great job of helping you learn the secrets of who you are and how you think, so you can unleash your greatest potential today."*

*~ Marshall Goldsmith,  
New York Times Best Selling author of, What Got You Here Won't Get You There*

**JAY NIBLICK**

**FOREWORD BY ANTHONY ROBBINS**





**THE  
KNOWLEDGE-WORKER'S  
REVOLUTION**

**#1** **GET THE REVOLUTION!**  
Learn how your world has changed and the impact it has on you.

**#2** **JOIN THE REVOLUTION!**  
Learn how to create your own private revolution to respond to an ever changing world.

**#3** **SUPPORT THE REVOLUTION!**  
Recruit others. Tell them about The Revolution.

Welcome to Step #2 in the Knowledge Worker's Revolution. If you haven't gotten the revolution yet (Step #1), go to [www.whatsyourgenius.com](http://www.whatsyourgenius.com) to get your free copy of the *Knowledge Worker's Manifesto*.



**What's Your  
Genius?**



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**JAY NIBLICK**



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“Stop trying to put in what God left out and  
instead, work with what He put in.”

— *Dr. Robert S. Hartman*



## ENDORSEMENTS

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“*What’s Your Genius* will help you discover your natural talents and reach your peak level of performance—effortlessly! Jay does a great job of helping you learn the secrets of who you are and how you think, so you can create your own private revolution and unleash your greatest potential today. Get ready to evolve.”

~ DR. MARSHALL GOLDSMITH, AUTHOR OF *NEW YORK TIMES* BESTSELLING, *WHAT GOT YOU HERE WON’T GET YOU THERE*.

“Jay Niblick’s *What’s Your Genius* is an absolute must read. This book is more than an inspirational guide; it will transform the way you perceive abilities and limitations, revealing an entirely new scope of life options which are in complete alignment with your core motivations. Simply put, if you read one personal development book this year this should be it.”

~ DR. IVAN MISNER, *NEW YORK TIMES* BESTSELLING AUTHOR AND FOUNDER OF BNI

“I figured that if Jay was good enough to advise Tony Robbins, he was good enough for me, so I immediately dove in and began discovering the secrets to achieving my own private revolution. I found Jay’s work extremely revealing, insightful and most importantly effective. The lessons in *What’s Your Genius* have changed my life forever. Thanks Jay!”

~ TIMOTHY A. MCGINTY, CO-AUTHOR OF *WAKE UP...LIVE THE LIFE YOU LOVE*

“This book is awesome—really awesome. Easily in the same league as *The Five Patterns of Extraordinary Careers*, and Covey’s *7 Habits*. When it comes to your journey toward greater success and happiness, *What’s Your Genius* is a serious tailwind.”

~ MICHAEL LORELLI, FORMER PRESIDENT PEPSICO & PIZZA HUT

“*What's Your Genius* gives you permission to be confident in your God-given talents. Based on years of insightful research, there is wisdom in this book that will help you to recognize the value of your talents and give you confidence to employ them fully. Positive thinking and purposeful action are at the core of its universal message, and it is a book that will open your mind and enlarge your spirit.”

~ GARRY TITTERTON, AUTHOR OF *BRAND STORMING*

“As a coach and a person that is passionate about assisting people to reach their highest potential and play their biggest game in life, I found *What's Your Genius* to provide a brilliant and insightful view on determining what drives us. With some great practical tools based firmly in science this book provides a solid method on how to identify where our Genius resides and unleash it.”

~ GAVIN FRIEDMAN, CORPORATE & EXECUTIVE COACH

“*What's Your Genius* is the logical and practical application in determining your natural talents. The first step is understanding what your strengths are and then focusing on those strengths in what you do in your life. Jay definitely helps you learn to stop following the crowd and become authentic!”

~ HEATHER WILLIAMSON PH.D., PROFESSOR OF SOCIAL PSYCHOLOGY, VIRGINIA COMMONWEALTH UNIVERSITY

“*What's Your Genius* is a fascinating journey into the real reasons behind individual peak performance. Jay shares some powerful and non-conventional lessons learned from some of the most successful people in the world. If you aren't sure where to go, how to get there or are feeling blocked in getting to the next level of performance—you need this book.”

~ DR. TONY ALESSANDRA, AUTHOR OF *SECRETS OF TEN GREAT GENIUSES*

“*What's Your Genius* works on a number of levels. Whether it is through Jay's anecdotes, or the comments from other management luminaries or the wealth of research to support Jay's proposition—where the book stands out is in the way that you are taken on the path to enlightenment and self-development. This is not just a book; it is a real process that engages you for the longer term. For the organizations of the world the implications are that they will need to realign their traditional views of people and performance if they are to tap into the genius of their employees.”

~ GRAHAM HACKETT, SENIOR MANAGER, BAE SYSTEMS UK

To Melanie, whose Genius has “moved” so many,  
and to Zach, Baker and Joseph, whose Genius  
remains untapped and infinite.

Just Do You!



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## FOREWORD

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**D**uring these changing and turbulent times, what is the single biggest factor in shaping the quality of our lives? What affects our ability to not only survive, but also thrive? What are the forces that determine whether we face failure or sustain success?

The truth is these are uncertain times—in 2008, according to the Federal Bureau of Labor Statistics there were 43% more people laid off than in 2007. This year, major companies such as IBM have fired 1400 people in the month of January alone. The times are uncertain, but while we have minimum control in being able to change the external environment, we do have maximum power in being able to shift our internal environment—being able to control not only what a situation means to us, but also how we show up. To get the best out of the worst times, we need to demand the best from ourselves—we need to perform at our peak level.

After having the privilege of spending thirty years serving over three million people from over 100 different countries, I know that there are certain patterns that create success and other patterns that breed failure. I've had the pleasure of working with elite, peak performers in business, politics, entertainment and sports such as legendary basketball Coach John Wooden, who won a record ten NCAA championships in twelve years. Coach Wooden's philosophy was simple: "Don't let what you cannot do interfere with what you can do." To him, it was not about

winning or losing, it was about getting the best out of his players' ability, allowing them to focus on their strengths and not their weaknesses. If we adopted a similar focus, we would not only set ourselves up to win in these trying times, but we would be fulfilled in the process. I believe that *success without fulfillment is failure*.

In fact, the definition of success is being able to achieve your goals and be fulfilled in the process. The secret to achieving and being fulfilled is having the courage to go beyond the skills you've learned and discover the gifts that you were born to give and to employ them daily. So many people settle and adapt to the work or career they've chosen or fallen into. They might even say, "Well, obviously I've got to enjoy my work. I picked it, didn't I?" While that may be true, the question is: Did you pick it consciously, knowing what your gifts are, knowing what's inside of you that is most powerful? Again, I'm not referring to the part of you that's been educated and trained. We can all train ourselves to do just about anything. This is about the part of you that you were born to use, to contribute, and to serve at a higher level.

Most people pick their work or career unconsciously, based upon conditioning, proximity or expectation—based on reasons that were not completely their own. When that happens, it increases the gap between achieving a depth of success and living a life of meaning and "just getting by." As long as that gap remains—as long as they're trying to do something they're not thrilled about or something that isn't part of their nature—they might achieve in the short-term, but they will never succeed in the long-term.

It's essential for today's employers to recognize and cultivate their employees' talents and gifts if they want to retain them and remain viable in the marketplace. And it's critical for employees to understand what really motivates them in order to be able to communicate these needs to their employers and generate opportunities for win-win situations—where they are committed to peak performance and feel like there's principle and enjoyment in what they do; where business owners and managers are nurturing and efficiently supporting their staff; and companies are reaping the benefits of cooperation and optimal productivity.

Jay Niblick's in-depth, comprehensive study *What's Your Genius* represents a truly ground-breaking approach toward innovating how we think of our careers, our life's purpose, and ourselves. Niblick has taken on the tremendous responsibility of transforming cultural attitudes about work and achievement that have been in place for more than a century, while simplifying the exhaustive academic legwork that legitimizes the importance of individual authenticity.

He introduces easily-implementable strategies for not only attaining that sense of real accomplishment we all long for in life, but also a truly profound understanding of who we really are at our core. With these imperative components in place, finding fulfillment in what we do does not have to be reserved for the lucky few. With a few minor (and in some cases, major) adjustments to our perceptions, what people want most out of themselves and this key aspect of life is readily available.

Whether you're pursuing your dreams as an entrepreneur or exploring other career options, being authentic and actively appreciating what you're really capable of is going to be one of the most important forms of social and economic capital in the coming years.

It will make the difference between mediocrity and excellence; the difference between "just getting by" and really thriving instead. It's the psychological and emotional edge that will help us create better lives not only for ourselves, but also for everyone that we influence in our global community. With increasing economic pressure, now more than ever, is the time to extract the best out of yourself and to use that gift to touch the lives of others.

Jay Niblick's *What's Your Genius?* will give you the tools to utilize your strengths to reap higher returns and the success that, as Coach Wooden puts it, "comes from knowing that you did your best to become the best that you are capable of becoming."

— Anthony Robbins  
May 2009