

8. Understanding the Four Geniuses

As you will see in the tables that follow, each genius has a different way to reach fulfillment. Each has a different way to manage time and money, grow a network, and lead a team. Each genius has a winning and a losing formula, and your winning formula is someone else's losing formula. Each genius also features a frequency you are strongest in and is part of a state of change, like the four seasons.

Of course, none of us is only one thing: We all have a little of each genius in us. But we all have more of one than the others. Before you enter the Wealth Lighthouse, the first step to setting yourself free is to truly understand where the compass of each of these geniuses points and how they connect to each other.

Dynamo Genius

Ideas Smart

“I believe in benevolent dictatorship provided I am the dictator.”

~ Richard Branson

Dynamo Geniuses include Richard Branson, Bill Gates, Steve Jobs, Michael Jackson, Beethoven, Thomas Edison, and Albert Einstein. All of these people focused on their strengths in creating. They ignored those who criticized them for not being organized or social enough. They didn't worry about being forgetful or missing the small things. They are all remembered today for their creative brilliance, because they were best at answering the question, **What?**

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| Great at... | Creation: Dynamos start and move things forward. They see the future more than anyone else. They succeed with their “heads in the clouds” and have short attention spans. |
| Not so great at... | Finishing, timing, peripheral issues, paying attention: Teachers probably yelled at Dynamos in class for not paying attention. |
| Winning Formula | Creating value through innovation: Dynamos have creativity, flair, and the ability to get things started. They ‘grow’. |
| Losing Formula | Consultation and relying on sensory awareness. Dynamo Genius is weakest at timing, service and sensing others. |
| Opposite Genius | Tempo Genius |



Blaze Genius

People Smart

**"In leadership you have to exaggerate every statement you make.
You've got to repeat it a thousand times and exaggerate it."**

~ Jack Welch

Blaze Geniuses include Bill Clinton, Jack Welch, Oprah Winfrey, Ellen DeGeneres, and Larry King. All of these charismatic people focused on their strengths in leadership and connections. They ignored those who criticized them for not focusing on the numbers or not planning enough. They never worried that they changed focus too often or didn't like being stuck in an office. They just got out there to make a difference through people, with fun and variety, because they were best at answering the question, **Who?**

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| Great at... | Conversation and communication: Blazes are all about relationships, putting people first, and talking to those people and hearing their stories. They learn through talking and telling / hearing stories. |
| Not so great at... | Details: Blazes are weakest at analysis and detailed calculation. |
| Winning Formula | Creating leverage through magnification: Blazes ask the question "How can this only be done with me?" They build their brand by growing their relationships. Asking magnify. |
| Losing Formula | Calculation: Blazes get stuck when they try and multiply, growing through systems that work without them. |
| Opposite Genius | Steel Genius |



Tempo Genius

Ideas Smart

“The ear of the leader must ring with the voices of the people.”

~ Woodrow Wilson

Tempo Geniuses include Warren Buffett, George Soros, Woodrow Wilson, Gandhi, Nelson Mandela, Mother Teresa, and Michael Phelps. All of these people focused on their strengths in their senses and perseverance. They ignored those who criticized them for not being more forceful or politically astute. They didn't worry that they liked being extra careful and wanted to take more time over things. They just stayed calm and grounded, taking their time, because they were best at answering the question, **When?**

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| Great at... | Staying grounded, dealing with lots of activity, being very hands-on, and requiring testimonials and referrals: Don't expect a creative plan from Tempo Geniuses. Do expect them to do what needs to be done on time. |
| Not so great at... | Innovation, public speaking, strategic planning, and seeing the bigger picture. |
| Winning Formula | Creating value through timing: Tempos don't need to create anything if they know when to buy, when to sell, when to act and when to hold. |
| Losing Formula | Creativity: Tempos are weakest when they try and innovate from a blank sheet, trying to create their way to success instead of using their natural senses. |
| Opposite Genius | Dynamo Genius |



Steel Genius

Systems Smart

The quality of a leader is reflected in the standards they set for themselves."

~ Ray Kroc

Steel Geniuses include famous entrepreneurs such as John D. Rockefeller, Henry Ford, Ray Kroc, Larry Page, Sergey Brin, and Mark Zuckerberg. All of these people focused on their strengths in systems and in managing data. They ignored those who criticized them for not having better social skills or being more sensitive. They didn't worry that they often liked being alone and often did their best work when locked away. They just kept focused on finding smarter ways to do things through their systems, because they were best at answering the question, **How?**

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| Great at... | Calculation: Steels love handbooks, manuals and reading through small print to understand and clarify all the information. Steels will take their time and get things right. They won't be rushed and will carefully create systems to build their flow. |
| Not so great at... | Small talk and constant communication. |
| Winning Formula | Creating leverage through multiplication: Steels ask the question "How can this be done without me?" Through systems they make things simple and multiply |
| Losing Formula | Communication: Steels often suck the energy out of a Dynamo (their metal axes chop down a Dynamo's wood) and too much contact with Blaze can dull their sharp minds (fire can melt metal) |
| Opposite Genius | Blaze Genius |

