

Index

adrenaline, 76–77

Affleck, Joan, 43, 55, 74, 129; background of, 44; CRUISE and, 45–46; flash of insight of, 44–45

analysis: creativity and insight compared to, 51; insight compared to, 48–49; intuition and studies on, 49

Anderson, George, 69–70

apartheid, 30

Arabica coffee, 9, 14, 65

The Art of Happiness (Cutler and Dalai Lama), 79

Asian philosophy, on negative emotions, 78–79

Aurelius, Marcus, 86

babies, work changes with, 104–5, 106–7

Bacon, Roger, 57

bias: examples from history and, 27–28; politics and, 28; success and, 29–30

Blink (Gladwell), 3

Bonaparte, Napoleon, 67, 148

brain: blocked, 77; conceptual reorganization in, 51; cortisol released in, 76–77; *déjà vu* and, 3; flash of insight preparation for, 6, 11; modern science of, 1; presence of mind assisting, 41; senses and, 1–2; task shifting in, 74. *See also* relaxed brain

brain scans: flash of insight studied with, 47–49; seventh sense impossibility for, 50, 52

brainstorming, 54–55

Bryant, Kobe, 39–40

Brynjolfsson, Erik, 12

Buddhism, 79, 81, 91–92

Burroughs, John, 149, 150–51, 152–53

business school, fear and, 157

Castro, Filipa, 157, 158–59, 160–61

change of goals: conflict causing, 37; after flash of insight, 37–38; Free Your Mind and, 89–90; Gandhi and, 36; pregnancy and, 104–5, 106–7; presence of mind and, 35–37; Schultz and, 36; seventh sense and, 36

Chano, Junko, 69

Churchill, Winston, 31

Clausewitz, Carl von, 17, 18, 69, 70; on coup d'oeil, 67–68; military strategy of, 13, 22; on presence of mind, 16

CNBC, 125

coffee, 8, 14–15, 65; Arabica compared to Robusta, 9; Italian consumption of, 9–10; successful businesses in, 22–23

cognitive-behavioral therapy, 78

communicating ideas, 59–62

conceptual reorganization, 51

conflict, 131, 131

Content Re-Use Information System for Electronic Documents (CRUISE), 45–46

cortisol, 76–77

coup d'oeil, 67–68, 104–5

Cramer, Jim, 125

creativity: analysis compared to insight and, 51; brainstorming and, 54–55; conceptual reorganization and, 51; deep, 53–54; environment influencing, 52; importance of, 56; insight as, 50–51; magic and mystery of, 56–58; presence of mind and, 42; scientific understanding of, 55; of seventh sense, 52; shallow, 53–54; standardized tests for, 54; Stefani on, 56. *See also* flash of insight

criticism, 61–62

CRUISE. *See* Content Re-Use Information System for Electronic Documents

Cutler, Howard, 79

Dalai Lama, 78; activities of, 91–92; environmental protection project of, 48, 91; on negative emotions, 79, 86

dating, networking compared to, 113

Davidson, Richard, 78

da Vinci, Leonardo, 95–96

deep creativity, 53–54

déjà vu, brain and, 3

desires, negative emotions and, 91–92

dharma, 161; actions for, 82–84, 89–90; assessing, 86–87; Idea Networking as, 122; ideas from, 83–84; impossibilities and, 102; karma faced with, 95–96; meaning of, 81; optimism and pessimism with, 91; in other traditions, 85; passion and, 95–97; past sorrow and future worry

exercise with, 133, 134; pursuing, 99. *See also* karma

dieting success, 24–26

distraction: excess, 75; as presence of mind obstacle, 73–75; smart phones and, 74–75, 129

economic crisis, networking and, 112–13

Edison, Thomas, 113–14, 126–27, 129

Einstein, Albert, 96, 124

employment, from Idea Networking, 120–21

encouragement, for ideas, 64

Epictetus, 85

epiphany, 1; preparation for, 4–5, 6; from presence of mind, 17; of Schultz, 10, 14; varieties of, 6. *See also* flash of insight; seventh sense

The Eureka Factor (Jung-Beeman and Kounios), 48

Eureka moment. *See* seventh sense

examples from history, 38, 96, 124; applying, 23; bias and, 27–28; of dieting success, 24–26; failures in, 28–30; flash of insight and, 13–14; of Ford, 24; Gandhi and, 30–32; information compared to, 26; Internet searching for, 24, 83; memory and, 26; in other fields, 39; presence of mind and, 25, 34–35; Schultz and, 14–16, 22–23; searching for, 24–25; as seventh sense element, 13–16; studying, 23–24; triangulation for, 26–28; unexpected, 30

expert intuition, 68

failures: in examples from history, 28–30; of Gandhi, 30; intuition and, 3–4, 29; overreaching and, 96; planning and, 156; Schultz learning from, 29; seventh sense and, 29

fear: business school and, 157; Idea Networking facing, 123; of negative emotions, 75; of seventh sense, 63

Fertig, Michelle, 104–5, 106–7, 108–9, 110–11

five senses. *See* senses

flash of insight, 2, 4, 96, 124, 161; of Affleck, 44–45; brain preparation for, 6, 11; brain scans studying, 47–49; change of goals after, 37–38; coup d’oeil and, 68; examples from history and, 13–14; of Gandhi, 32; insight compared to, 49–50; magic and mystery of, 47, 56–58; as obvious, 18, 27, 50–51; personal path of, 21; preparation for, 6; rare accounts of, 10–11; resolution from, 20–21; of Schultz, 17–18, 49–50; secondary, 19, 63; as seventh sense element, 17–18; unpredictability of, 127; from well-connected person, 118, 122. *See also* creativity; seventh sense

focus, as presence of mind obstacle, 72–73

Ford, Henry, 24

Ford Foundation, 65–67

Free Your Mind: accomplishment with, 91; “Actions” step of, 82–85; change of goals for, 89–90; conflict and, 131, 131; “Dharma/Karma” step of, 81–82; instructions for, 131, 132, 133, 134; karma conflict eliminated with, 92–93; “Past/Future” step of, 80–81; personal nature of, 143; practicing, 85–87; “Problem” step of, 80; purpose of, 131; relaxed brain with, 104; seventh sense guiding, 124; seventh sense improvement with, 79; as strategy, 91; struggles with, 87–88; time needed for, 127

future worry, 81, 84, 88–89; exercise for, 133, 134

Gandhi, Mohandas, 54, 62, 72–73, 129; change of goals and, 36; emotional motivations of, 43; examples from history used by, 30–32; failures of, 30; flash of insight of, 32; presence of mind and, 32, 38–39, 41–42

General Electric, 69–70

Gladwell, Malcolm, 3

goals. *See* change of goals; possible goals

Great Depression, 28

Greenburg, Scott, 19, 27, 38

Hinduism, 81, 91

history examples. *See* examples from history

Hoffman, Mark, 125

Holson, Laura, 112–13

humanistic therapy, 78

Idea Networking, 112; beginning, 121; as dharma, 122; employment and work from, 120–21; evolving, 122; examples of, 124–25; expansion of horizons through, 123–24; fear faced with, 123; idea questions for, 114–17, 139; instructions for, 139–40, 141, 142; multiple paths through, 124; networking compared to, 114; opportunities from, 115; presence of mind for, 122; seventh sense guiding, 124; on small scale, 122–23; success through, 123; table organizing, 141, 142; time needed for, 127; unforeseen opportunity from, 120–21, 139; well-connected person for, 118–20, 139

idea questions: discussion prompted by, 118; evolving, 122; examples of, 116–17; for Idea Networking, 114–17, 139; informational interview compared to, 117–18, 121, 140; multiple, 124; numbers networking and, 115; Personal Strategy Maps for, 115; in traditional

networking, 115; for well-connected person, 119–20

ideas: audience concerns for, 60; birth of, 11; brainstorming and, 54–55; communicating, 59–62; criticism for, 61–62; from dharma, 83–84; encouragement for, 64; formation of, 1; improvement of, 62–63; from intuition, 7; jealousy and, 42; judgment of, 60–61; matrix method for, 70; old compared to new, 18; passion for improving, 62; as personal, 40–42; in pieces, 60; presence of mind and alteration of, 39; presence of mind and presentation of, 41; relaxed brain and, 11–12; from senses, 6–7; from seventh sense, 7; seventh sense birthing, 4, 16; strategy and new, 13; support for, 59; timing for acting on, 64

iDisorder (Rosen), 75

important person. *See* well-connected person

impossibilities, dharma and, 102

information, examples from history compared to, 26

informational interview, idea questions compared to, 117–18, 121, 140

innovation, 66

insight: analysis compared to, 48–49; as creativity, 50–51; creativity and analysis compared to, 51; flash of insight compared to, 49–50; intuition and studies on, 49; in relaxed brain, 49. *See also* flash of insight

inspiration, seventh sense and, 126–27

Internet: examples from history on, 24, 83; networking and, 113

intuition: analysis and insight studies applied to, 49; conceptual reorganization and, 51; expert, 68; failures and, 3–4, 29; as hindrance, 15; ideas from, 7; memory and, 2–3; in new field, 120; presence of mind element of, 34; of Schultz, 14–15; science of, 68, 70; seventh sense compared to, 5–6, 15; shallow creativity and, 54; sports use of seventh sense and, 15, 40

investment banking, 145, 160

Italy, 8–10

James, Charles, 66–67

jealousy, ideas and, 42

Joan of Arc, 57–58, 129

jobs, from Idea Networking, 120–21

Jobs, Steve, 42

Jung-Beeman, Mark, 48–52, 54–55

Kahneman, Daniel, 3

Kandel, Eric, 2, 11

karma: accepting, 85, 89, 92; actions for, 84–85; assessing, 86–87; dharma chosen from facing, 95–96; Free Your

karma (*continued*)
Mind eliminating conflict with, 92–93; as future worry, 84; meaning of, 81; optimism and pessimism with, 91; in other traditions, 85; as overwhelming, 122; passion and, 95–97; as past sorrow, 84; past sorrow and future worry exercise with, 133, 134. *See also* dharma

Kerr, Steve, 69–70

Kierkegaard, Søren, 123

Klein, Gary, 3, 68

Kosman, Sonja, 113

Kounios, John, 48–52, 54–55

Latimer, Lewis, 114

learning, 11; by example, 14; mechanism of, 69; process of, 2

learning organization, 69

long-term actions, 100–101

Mad Money, 125

martial arts, presence of mind and, 69, 157

matrix method, for ideas, 70

McAfee, Andrew, 12

meditation, presence of mind and, 69

memory: cortisol blocking, 77; examples from history and, 26; intuition and, 2–3; senses and, 2, 11; smell and, 2

military strategy: of Clausewitz, 13, 22; origins of, 66–67; personal strategy birthed from, 13; tradition of, 13

Milton, John, 76

Mind & Life Institute, 78

Mintzberg, Henry, 68–69

mobile devices, 74, 129

Mukherjee, Aparna, 124–25

Mullis, Kary, 12, 17, 129

multitasking, 74–75. *See also* distraction

Murdoch, Rupert, 125

negative emotions: Asian philosophy on, 78–79; causes of, 87; cortisol released by, 76–77; Dalai Lama on, 79, 86; desires and, 91–92; fear of, 75; forms of, 75; health impact of, 76–77; as presence of mind obstacle, 42–43, 75–79; reducing, 77–78; Western psychology on, 78. *See also* Free Your Mind; stress

Nehru, Jawaharlal, 42

networking: dating compared to, 113; economic crisis and, 112–13; Idea Networking compared to, 114; idea questions in traditional, 115; informational interview and, 117–18; Internet and, 113; numbers, 113–15; traditional method of, 112–14; well-connected person expanding, 119, 140. *See also* Idea Networking

New Deal, 28

News Corp, 125

Niebuhr, Reinhold, 85

numbers networking, 113–15

On War (Clausewitz), 13, 67

Pankhurst, Emmeline, 30–31, 38, 62, 72

Paradise Lost (Milton), 76

passions, 18–19; conflicting, 94–95; following, 94; for idea improvement, 62; karma and dharma in following, 95–97; possible, 98, 116–17, 135; seventh sense for following, 95–96

past sorrow, 81, 84, 89; exercise for, 133, 134

Patel, Sardar, 42

patience: presence of mind and, 101; resolution and, 64

Peet's Coffee and Tea, 15

personal strategy: changing path for, 87–88; military strategy leading to, 13; work including, 5

Personal Strategy Maps: of Burroughs, 149, 150–51, 152–53; of Castro, 157, 158–59, 160–61; commonalities with, 143; components of, 97; elements of, 143–44; empowerment from, 152; evaluating, 105; examples of, 103–11, 144–61; of Fertig, 104–5, 106–7, 108–9, 110–11; formats of, 143; frequency of, 135; for idea questions, 115; instructions for, 97–98, 135, 136–37, 138; “Obstacles and Actions” step of, 100–101, 136–37, 138; personal transitions and, 103, 144; for perspective, 160; possibilities compared to decisions with, 101; “Possible Future Stepping Stones” step of, 101–2, 136–37, 138; “Possible Goals” step of, 98–100, 136–37, 138; “Possible Passions” step for, 98, 135, 136–37; pregnancy and, 104–5, 106–7; reflecting back on, 108–9, 110–11, 135; relaxed brain with, 104; of Santangelo, 153, 154–55, 156–57; seventh sense guiding, 124; time needed for, 127; updating, 101–2; of Wang, 144–45, 146–47, 148

personal transitions, Personal Strategy Maps and, 103, 144

perspective, Personal Strategy Maps for, 160

Poggio, John, 54

politics, bias and, 28

positive psychology, 78

possible actions, 100–101, 136–37, 138

possible goals, 98–100, 104–5, 108, 124, 138

possible obstacles, 100–101, 136–37, 138

possible passions, 98, 116–17, 135

Pour Your Heart Into It (Schultz), 10

pregnancy, change of goals and, 104–5, 106–7

presence of mind, 96, 124, 161; achieving, 40; brain assisted by, 41; Bryant and, 39–40; change of goals and, 35–37; Clausewitz on, 16; cortisol

presence of mind (*continued*)
preventing, 77; creativity and, 42; distraction as obstacle to, 73–75; epiphany from, 17; examples from history and, 25, 34–35; focus obstacle to, 72–73; Gandhi and, 32, 38–39, 41–42; idea alteration and, 39; for Idea Networking, 122; idea presentation and, 41; importance of, 33, 128; as intuition element, 34; martial arts and, 69, 157; meditation and, 69; negative emotions as obstacle to, 42–43, 75–79; patience and, 101; positive emotions assisting, 43; of Schultz, 16–17, 33–34; as seventh sense element, 16–17, 33–34; sports and, 39–40; subgoals and, 37–38; success acknowledged with, 41; sustaining, 40; time for, 73
pressure, 76

Rahinel, Ryan, 52
Redden, Joseph, 52
relaxed brain: ideas and, 11–12; insight in, 49; with Personal Strategy Maps and Free Your Mind, 104
resolution, 96–97, 124; audience concerns for, 60; communicating ideas for, 59–62; courage of, 20; criticism for, 61–62; duration of, 59; elements of, 18; encouragement for, 64; from flash of insight, 20–21; idea improvement for, 62–63; partial, 65; patience and, 64; of Schultz, 18–21; as seventh sense element, 18–21; short-term and long-term actions for, 100–101

Robusta coffee, 9
Roosevelt, Theodore, 28
Rosanoff, Martin, 126
Rosen, Larry, 75

Sanofi US, 44–46
Sanskrit language, 81
Santangelo, Mark, 153, 154–55, 156–57

Schultz, Howard, 27, 54, 65, 72–74, 129; change of goals and, 36; courage of, 20; emotional motivations of, 43; epiphany of, 10, 14; examples from history and, 14–16, 22–23; failure lessons for, 29; flash of insight of, 17–18, 49–50; intuition of, 14–15; Italy trip of, 8–10; presence of mind of, 16–17, 33–34; resolution of, 18–21; seventh sense steps of, 21
science of intuition, 68, 70
SCM. *See* Structured Content Management
secondary flash of insight, 19, 63
The Second Machine Age (Brynjolfsson and McAfee), 12
senses: brain and, 1–2; ideas from, 6–7; memory and, 2, 11. *See also* intuition; seventh sense
Serenity Prayer (Niebuhr), 85
seven-finger sign, 128–29

seventh sense, 1; accounts of, 10–12; brain scan impossibility of, 50, 52; change of goals and, 36; as circular, 102; creativity of, 52; deep creativity and, 53; discovery of, 65–71; elements of, 11, 13, 96–97; examples from history as element of, 13–16; failures and, 29; fear of, 63; flash of insight as element of, 17–18; Free Your Mind guided by, 124; Free Your Mind improving, 79; Idea Networking guided by, 124; ideas from, 4, 7, 16; ignoring, 127–28; impossibilities prevented with, 102; improving, 4–5; inspiration and, 126–27; intuition compared to, 5–6, 15; as normal, 130; ongoing cycle of, 63; passion followed with, 95–96; Personal Strategy Maps guided by, 124; potential with, 127; presence of mind element of, 16–17, 33–34; reminder exercise for, 128–29; resolution as element of, 18–21; Schultz taking steps of, 21; sports use of intuition and, 15, 40; stepping stones for, 101–2, 136–37, 138. *See also* epiphany; examples from history

shallow creativity, 53–54

short-term actions, 100–101

Simon, Herbert, 3, 68

sixth sense. *See* intuition

smart phones, distraction and, 74–75, 129

smell, memory and, 2

sports: intuition and seventh sense used in, 15, 40; presence of mind and, 39–40

Starbucks, 8–10, 14–16, 18–20, 65

Stefani, Gwen, 56, 58

stepping stones, for seventh sense, 101–2, 136–37, 138

strategy: coup d'oeil and, 67–68; dictionary definitions and origins of, 66–67; expert intuition and, 68; Free Your Mind as, 91; new ideas for, 13; stress turned into, 79, 86. *See also* military strategy; personal strategy

stress: mastering, 77; parts of, 76; strategy from, 79, 86. *See also* Free Your Mind; negative emotions

Structured Content Management (SCM), 45–46

subgoals, 37–38

success, 28; bias and, 29–30; changing definition of, 105; Edison on, 126; Idea Networking for, 123; presence of mind to acknowledge, 41

Swan, Joseph, 113–14

Thinking Fast and Slow (Kahneman), 3

Tolstoy, Leo, 38, 62

Torrance, E. Paul, 54

Train Your Mind, Change Your Brain (Begley), 78

transitions, Personal Strategy
Maps and, 103, 144

Treffinger, Donald, 54

triangulation, 26–27

Trotter, Lloyd, 70

unforeseen opportunity, from
Idea Networking, 120–21,
139

Vohs, Kathleen, 52–54, 76

Wall Street Journal, 124–25

Wang, Shendi, 144–45,
146–47, 148

Weber, Elke, 47–48, 78–79

well-connected person:
contacting, 118–19, 139–40;

flash of insight from, 118, 122;
for Idea Networking, 118–20,
139; idea questions for,
119–20; network expansion
through, 119, 140; selecting,
118, 139; thanking, 120

Western psychology, on negative
emotions, 78

Whitman, Walt, 98, 135, 152

Wilson, Timothy, 75–76

withdrawing from world, 91–92

work: babies and changes with,
104–5, 106–7; Idea Networking
leading to employment and,
120–21; personal strategy
including, 5

Wozniak, Steve, 42

Wu, Katherine, 113

