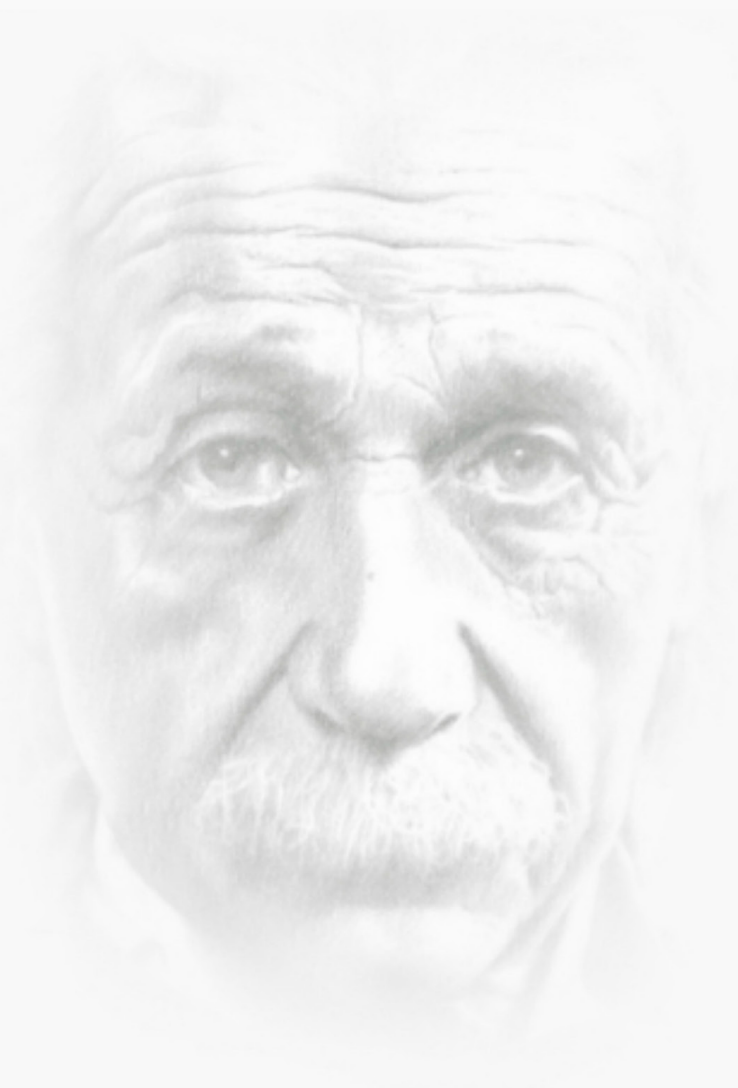




what if...?

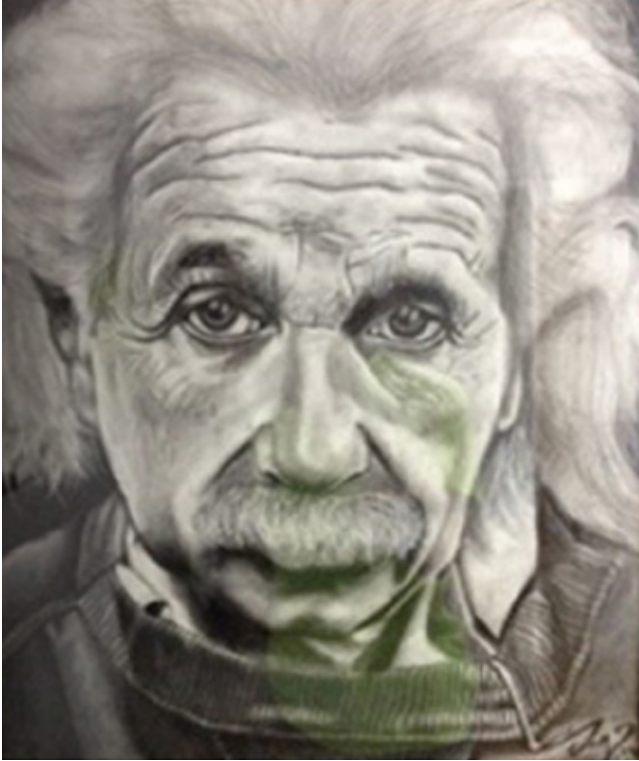
Everybody is a Giinius at Something



GIINIUS UNCHAINED

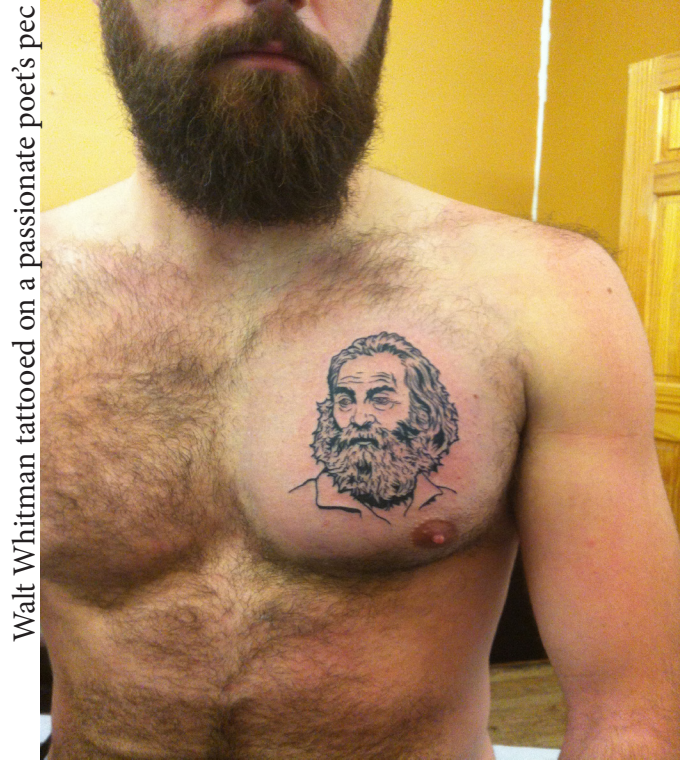
KATE MCKEOWN

IN SYNERGY WITH www.GIINIUS.COM DO DROP IN.



“Einstein Sketch”

Everyone is a giinius at something.



Walt Whitman tattooed on a passionate poet's pec

Passion is the key.

Coerced work will not set us free.



The gates to Dachau, promising “Work Will Set You Free”

*“We cannot solve our problems with the same level of thinking that created them.”
-Albert Einstein*

CONTENTS

1.....	<u>INTRODUCTION</u>
5.....	<u>RAMIT: THE SYSTEMS PROBLEM</u>
7.....	<u>SPIRIT: A SYSTEMS SOLUTION</u>
9.....	<u>6° OF INNOVATION</u>
11.....	<u>THE 4H'S OF CREATORS</u>
13.....	<u>ORIGINAL SONG MEANS EVERYBODY STRONG</u>
15.....	<u>NEW WEALTH CREATION</u>

Copyright © 2017 by Gii (Giinius.com), rep. Kate McKeown (a.k.a The Vulcan Professor). All rights reserved.

“Einstein Sketch” (front cover & title page) and “Mariotti Sketch” by Corey Henerson (www.defyventures.org).

This book incorporates public images and links to publicly posted video content, used for demonstrative and educational purposes only. All content and associated theories contained herein are intended for educational and self-help purposes; the author is not liable for any interpretation/use of said content.

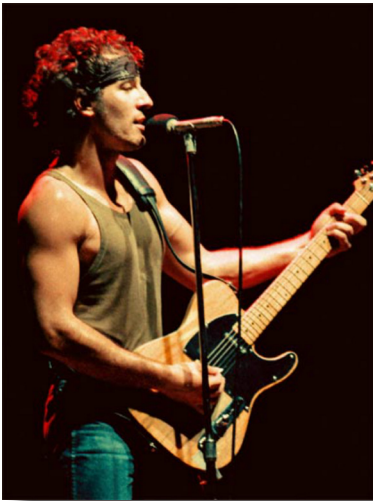
First imprint produced in the U.S.A

INTRODUCTION

I HATED SCHOOL for years. I was a fat girl with thick glasses, smart and not pretty—that was the trifecta of not popular. [Janis Ian](#) sang it best: *“At seventeen you learn the truth: that love is meant for beauty queens, not ugly duckling girls like me.”*

I was the Valedictorian at my little high school in Steel Valley, Pennsylvania. I was the supposed winner in the game of ‘getting your education’, the one who got all ‘A’s, but I was picked last in every phys-ed class and no one ever slow-danced with me. Three great teachers, outside activities and a free-thinking Dad with a library in his bar saved me, but that is another story.

Courtesy of Coolalbumreview.com



Bruce Springsteen wrote,

*“Well we busted out of class,
Had to get away from those fools
We learned more from a three-minute record
Baby, than we ever learned in school”*

– Bruce Springsteen, [“No Retreat, No Surrender”](#)
from *Born In The U.S.A.*

Our education system today utterly dismisses the passions and strengths of the students, just as much as their struggles. Are you lonely? Unfulfilled? Irrelevant. You are a number to put through the formula of education, with the goal of producing a pre-determined end result. School is not meant to set you free. It is a cage that stifles giinius while we are young, innocent, and vulnerable. It is time for us all to bust out of this cage.

“What do you fear, my Lady?” Aragorn asks Eowyn, Shieldmaiden of Rohan. She says, “A cage. To stay behind bars until use and old age accept them, and all chance of valor has gone beyond recall or desire.”

- *The Lord of the Rings: The Two Towers (2012)*

Courtesy of Iyting.com



My handy acronym for this is a RAMIT System, the goal of which is brutal and sub-optimal for people and for economic growth. See the [RAMIT: The Systems Problem](#) to follow the introduction for the gory details.

The big lies school tells include: first, that hard work will set you free and second, in a related lie, that he who works hardest gets the best grades, and thus the best future and life. School piously declares that you compete on a level playing field, where your goal is to beat out every other single player by out-obeying, out-memorizing and outregurgitating them all. Winning in this game in this way will make you a hero—your best you! Logically then, by the end, you must be a winning job-seeker as you surge brightly forth into the world to compete for the chance to be paid to be told what to do. The goal of this system is to make us docile job-seekers, not creators, let alone job-creators.

[Paul Simon](#) reflected on his high school experience, saying, *“When I look back on all the crap I learned in High School, it’s a wonder I can think at all. But my lack of education hasn’t hurt me none. I can read the writing on the wall.”*



Entrepreneurs create jobs. Big companies churn jobs. Economies will rise with the rise of entrepreneurs in all fields of spirited endeavour.

[Pete Peterson](#) in BusinessWeek called for *“businesspeople to get off our butts and create a movement to bring education into the 21st Century, not just to protect our kids and grandkids, but to safeguard our remarkable country’s future.”* There is a systems answer that accomplishes both of these goals, and it involves lifelong learning while creating.



The best lifelong learners also happen to be the people who create most of the new wealth in the world, as well as most of the new jobs. These people are entrepreneurs. It is time to let kids learn and grow in schools the way entrepreneurs learn and grow in the real world, and to let adults and older kids help them, and each other.

So how do entrepreneurs learn and create? Entrepreneurs in all fields use their individual strengths, passions and interests to find and to serve opportunities and needs. While they may compete with a few, most entrepreneurs vibrantly collaborate and they never stop learning.

So now, the system that can elegantly replace RAMIT is right here! See the [SPIRIT: Systems Solution](#).

In one generation, we can create legions of free, bold, thinking entrepreneurs in all fields. This next-level system does not threaten unions or the teachers they represent; it makes teaching a joy again and frees teachers to be great in the ways they are called to be by their strengths, passions and interests.

I tested this together with about 1200 MBAs and undergrads and entrepreneurs at Fordham, and it works! See this [video](#), and others, to hear how and why in the words of students.



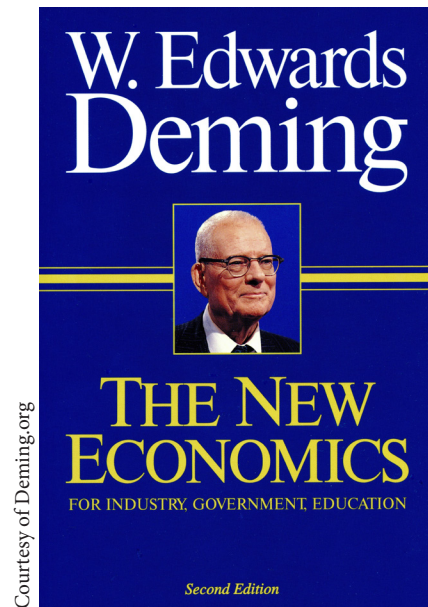
In next-systems-level education, outlined further on in the [SPIRIT section](#), the sage on the stage gives way to the guide from the side. I have always taught this way, and in continuing that tradition, this book will be your guide from the side, pointing to ways you can figure out the truth, and deploy it in your life and sphere of influence. So enjoy the words, art and songs of geniuses who tell their version of the story of what we have now, and where we can go.

My street cred for saying we can do this in one generation comes from having worked for ten years with W. Edwards Deming, whose work actually did change a country in one generation. It took systems change.

[Dr. Deming](#) was my first mentor and I worked with him on his book, and am quoted therein on systems problems in foundries and steel mills, now long gone. They did systems change in Japan and a flattened country, known for crappy products and little paper parasols, became an industrial and political superpower.

It is no surprise that Silicon Valley grokked Deming from its earliest days. Victor Hwang and Greg Horowitz say it in the introduction to their brilliant book, [The Rainforest Blueprint](#), about [how to design your own Silicon Valley](#):

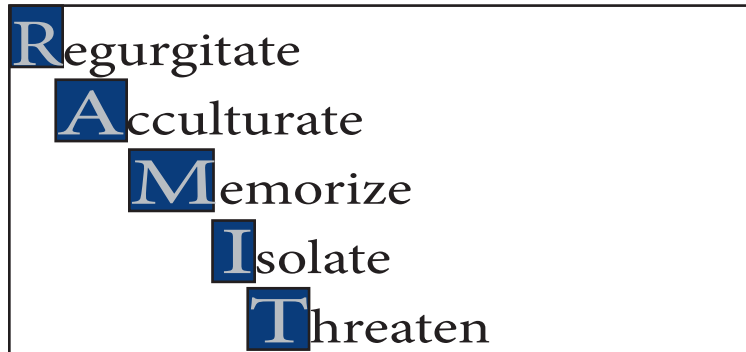
“When we deconstruct what makes Silicon Valley tick, we find Deming. Decades ago, business guru W. Edwards Deming realized that human connectivity was the key to higher profits, better quality products, and more loyal customers.”



Elsewhere on the [Giinius.com](#) website, there are ways to throw in, to be/grow entrepreneurs in all fields, to become an official card-carrying Giinius, launch get-off-butt movements, Help and be Helped, get the word out about a new system, be a Giason to your organization, and more! It's a huge world, this, with everyone being a Giinius at something. So we are always starting.

RAMIT: THE SYSTEMS PROBLEM

Sub-Optimal-System (SOS) THEORY for “Getting Your Education” in the Industrial Age



A HANDY ACRONYM for this theory of education is RAMIT—as in, ram in content for 16 years and people will have gotten an education. You will not be a winner in the education system today if you want to trust your own mind, think for yourself, question what the authorities say, have an opinion or put someone else’s success above your own. No ‘A’s for you!

Memorizing chunk after chunk of “approved curriculum” is theoretically how everyone becomes a productive adult, ready to seek a job and beat out the other job-seekers. This “approved curriculum” is supposedly delivered and added to a student’s existing knowledge in order, like a manufacturer installing a car’s chassis, followed by the carburetor, the doors, the steering wheel and the roof, until at last you have a finished product: you have “gotten your education.” This compilation of content is presumed to permanently reside in your brain, always at the ready for you to use in whatever wage-slave job you can beat out everyone else for. Of course we forget almost all of it. How could we not?

Courtesy of Vignette1.wikia.nocookie.net



“YOU WILL BE ASSIMILATED.
RESISTANCE IS FUTILE.”

Plato nailed the issue of the threats that are grades. He said, “*No doubt, knowledge which is obtained under compulsion obtains no hold on the mind.*” [Plato’s *Republic*]

[Alvin Toffler](#) says we follow a “covert curriculum,” which is to make our kids be ready, willing and able factory workers, having internalized over all those school years “obedience, timeliness and the willingness to do rote repetitive work.”

“The schools in this country are one of the biggest reasons we’re all so screwed up. Our educational experience consists of three great lies. Lie number one is, It’s better to say, ‘I know’ than to say, ‘I don’t know.’ Lie number two: It’s better to answer a question than ask a question. Lie three: It’s better to worship at the foot of success than understand the nature of failure. Those three lies have screwed our society, and it’s by overcoming one at a time—or two at a time or all three—that you can make some breakthroughs in your creative activities.”

- [Richard Saul Wurman](#), founder of TED (and plenty more!)

Four of the wealthiest philanthropists dedicated to fixing education are Melinda and Bill Gates and Sam and Mark Zuckerberg. In New York Times columnist [Nicholas Kristof’s article](#) on “Bill and Melinda’s Pillow Talk,” Nicholas quotes Bill as saying the following, in summing up the results of his own foundation’s efforts, which have entailed spending billions of dollars over 15 years:

“There’s no dramatic change [in education]...It’s not like under-5 mortality, where you see this dramatic improvement.”

RAMIT will continue to fail us. It was for another age, and it is anti-personal. In this impeccable video, [“I JUST SUED THE SCHOOL SYSTEM!”](#) [Prince Ea](#) explains in rap, as vital as that in “Hamilton,” how and why RAMIT makes carnage of us all.

Courtesy of Addicted2success.com



Sam and Mark Zuckerberg write this [in a letter to their new daughter](#), Max:

“Our generation grew up in classrooms where we all learned the same things at the same pace regardless of our interests or needs.... It will take working with the strongest leaders in education to help schools around the world adopt personalized learning.”

The systems answer to personalization, to new wealth, to courage and kindness and real thinking is SPIRITed learning.

SPIRIT: A SYSTEMS SOLUTION

Next-Systems-Level **THEORY** for Lifelong Learning in a Creators' Century



MALCOLM GLADWELL GAVE a talk at [Dreamforce](#) in 2013, whose title was: “Meaningful Work through Passion, not Genius.”

The cool thing about Giinius—as opposed to “genius”—is that Giinius grows out of passion, and passion gives you the persistence to deploy your giinius when the going gets hard.



Courtesy of Freakonomics.com

“Strengths’ theory is based on the premise that every person can do one thing better than any other 10,000 people. Along with this insight comes the understanding that not being everything is smart; not working on everything but rather emphasizing selected strengths is the route of excellence... A lot of knowledge about one subject offers the integrating point for all other knowledge... Our studies of human development show that once a person has an area of competency, structuring of knowledge provides a framework for acquiring new knowledge and understanding.”

- [Donald O. Clifton](#), *Soar With Your Strengths*

“My definition of learning is to remember what you are interested in. If you don’t remember something, you haven’t learned it, and you are never going to remember something unless you are interested in it. These words dance together. ‘Interest’ is another holy word and drives ‘memory’. Combine them and you have learning. If that is so, and I believe it is, then our entire system of education is bankrupt because what is taught to you is not what you are interested in, and it is not taught to you in a method that can accentuate the interest so you build up a whole fibrous web of learning for yourself.

- [Richard Saul Wurman](#), Founder of TED

Imagine how much farther we can go when we can trust and be trusted! If we help and are helped, and grow up learning through experience, year-in and year-out, doing real things with and for each other—just imagine! [Daniel Pink](#), in *Free Agent Nation*, a book about launching a country of creators, says, “The pragmatic reciprocity that is the platform of the free agent economy is a remarkably enduring concept.”

Technology can unchain trust. Old system said RHIP: “Rank Has Its Privileges.” In the new system, RHIP means “Reputation Has Its Privileges.” If you’re trustworthy, you get to deploy your giinius doing interesting stuff with the people you like and respect. Wired serendipitously did a piece about trust and new hot companies.

Regarding how Airbnb and Lyft finally got Americans to trust each other:

“The sharing economy has come on so quickly and powerfully that regulators and economists are still grappling to understand its impact... Many of these companies have us engaging in behaviors that would have seemed unthinkably foolhardy as recently as five years ago... We are entrusting complete strangers with our most valuable possessions, our personal experiences—and our very lives. In the process, we are entering a new era of Internet-enabled intimacy... This is not just an economic breakthrough... It’s a radical next step for the person-to-person marketplace pioneered by eBay: a set of digital tools that enable and encourage us to trust.”

-Wired.com, [“Trust in the Share Economy”](#)

Just like ratings on eBay let us trust but verify, and made entrepreneurs of many, cameras can help ratings replace credentialing and licensing in many arenas of spirited endeavor! Right now, the dark cape of “getting your education” has led to endless credentialing where it is silly and sub-optimal. For example, you have to pass the written test to be a certified massage therapist. Why?

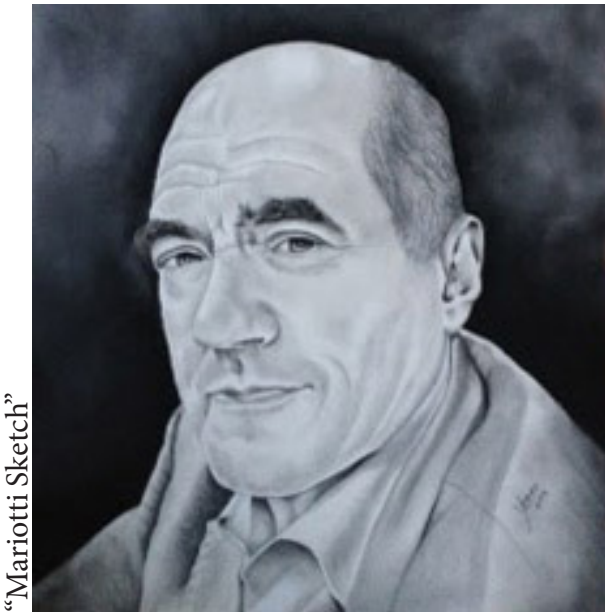
I love the name of the [GoPro Camera series](#)—they are called “Hero.” If I can watch you give a massage, or make a meal, or do daycare for my kid, and I can see you are a giinius at it. I don’t need you to have to enroll in some school, accrue a bunch of debt, and have to pass written exams to know I would like to use your service, and the ratings can bolster (or debunk) what I see of your giinius in action in the real world!

Let’s face it: much school debt will never be repaid. Let’s use technology to bid it good riddance where sensible.

6° OF INNOVATION:

A **STRUCTURE** for Lifelong Learning in a Creators' Century

1° DO REAL THINGS / DO IT IN COMMUNITY



“When I was a teacher in one of New York City’s toughest high schools, I discovered that even my most difficult students could become successful entrepreneurs. What’s more, learning about entrepreneurship gave these young people, who were born into poverty and violence, the feeling that they could take charge of their future. It motivated them to improve their math, and writing skills, and to stay in school.”

-[Steve Mariotti](#)

“I think he was lucky to be at the patent office rather than serving as an acolyte in the academy trying to please senior professors and teach the conventional wisdom. As a patent examiner, he got to visualize the

physical realities underlying scientific concepts. He had a boss who told him to question every premise and assumption....”

-[Walter Isaacson](#), in an interview about Einstein’s patent work and experiential learning

2° HAVE ONGOING PEER SUPPORT

“I first met [Verne Harnish](#) in 1990 at the first Inc. Magazine/MIT Entrepreneur Forum/YEO Birthing of Giants Conference. This was a conference that Verne created for founders of companies under the age of 40 with at least \$1 million of annual revenue. My company was four years old, we’d just broken the \$1m mark, had 12 employees, and I was struggling with all of the normal startup issues. In four days, I met 59 other people, many of whom became close friends, who were either struggling with or had struggled with similar stuff. This was also my introduction to a long standing involvement with YEO. I remember driving home from Endicott House thinking “Holy Shit, I Am Not Alone.”

- [Brad Feld](#)

“The most valuable part of YPO is the Forum, which is a peer support group.”

- [Ray Hickok](#), founder of the Young Presidents’ Organization

3^o MENTOR AND BE MENTORED

“When you learn, teach. When you get, give.”

- [Maya Angelou](#)—Discover her works on [Goodreads.com](#)

4^o USE TECHNOLOGY TO ACCOMPLISH YOUR PURPOSES

“The next steps, I believe, are education, financial services, health care, and then ultimately government....It’s such a better world where we have Amazon, where everything is universally available.”

- [Marc Andreessen](#), in Wired Magazine

Courtesy of Youtube.com



5^o HAVE AN ETHOS = HIGH-LEVERAGE, LOW-FRICTION ACTION

“Google’s ‘Don’t do Evil’—that is a good start! I might only add, ‘And lend a hand where you can!’”

-Vulcan Professor

6^o CULTIVATE SERENDIPITY

“I believe in serendipity, and in the strength of weak ties. I connect with people from different fields and different places and always use pattern recognition and peripheral vision to spot opportunities in unlikely places.”

- [Joi Ito](#), Director of the MIT Media Lab, in Wired

THE 4H'S OF CREATORS:

PROCESS for Lifelong Learning in a Creators' Century

THE 4H'S: HUSTLE WITH HONOR, HELP AND BE HELPED

IF YOU DO this all your life, everything else you need you will learn, or you will find someone who does it to help you as needed, throughout your life. Lifelong learning. SPIRIT facilitates trust, courage, goodness...honor.

Courtesy of Twitter.com



“The competitive scriptures almost systematically ignore the importance of hustle and energy. ...Hustle is their style and their strategy. Entrepreneurs like Bill Gates and Sam Walton initially pursue small, uncertain opportunities, without much capital, market research, or breakthrough technologies.

- [Amar Bhide](#) author, *Hustle as Strategy*

“I created [eBay] with the belief that people are good. If you give people the opportunity to do the right thing, you’ll rarely be disappointed. After eBay became so financially successful, I really felt a sense of responsibility to put that to good use.”

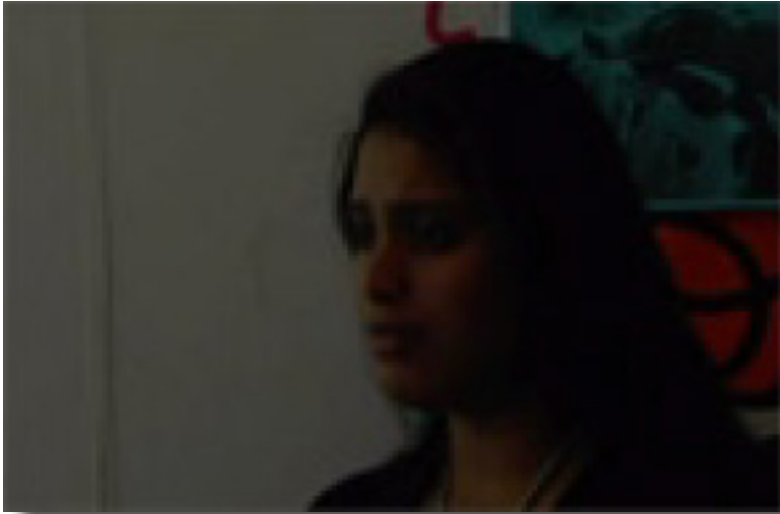
- [Pierre Omidyar](#), Founder of eBay, in The Huffington Post

“We’re planning on having a huge impact in your career if you’re working here... I was at an AirBNB board meeting and I ran into two former LinkedIn employees who walked up to me and said, ‘Hey, how’s it going? I’m working here now. I’d love to tell you about some of the stuff that I’m learning.’ They know the way that we operate, is not, ‘Oh, you’ve left LinkedIn, so you’re no longer part of our tribe.’ We continue to be allies. We can continue to try to help each other. That lets them come up and start telling me things about things could be really helpful to LinkedIn.”

- [Reid Hoffman](#), Founder, Linked-in

Courtesy of LinkedIn.com





Everybody needs help with something! And you have to do real things with them to know how you can help and be helped. Anu Joseph points out how easy it is to help and be helped, once you start to do real things with real people in the real world, not just preparing to work for “the man.”

Even Warren Buffett is not always at the top of his game. He has also said that he feels lucky to have been born in a time and place where his strength of allocating capital is well-rewarded.

He says, had he been born in a time and place where a man needed a strong back, he would not have been a success.

His wife, Susie, told this story of Warren and biff boom bang:

“One time, years ago when the kids were little, I was feeling really sick. I had the flu, so I lay down in a bed. I said to Warren, ‘Will you get me a pan, or something from the kitchen; I may not get to the bathroom I feel so sick!’ He said, ‘Ok.’ So he travels down to the kitchen, and I hear this ‘bang!’ ‘biff!’ ‘boom!’ ‘bang!’, like a five-course meal was being fetched. And he comes up, and he puts down a colander! And I looked at it, and I said, ‘Look, honey, this has holes in it, see all the holes!’ So he ran down. All this banging! He comes up, and he puts the colander on a cookie sheet. I don’t need to tell you much more, do I...so he needs help!”

-Susie Buffett, interview with Charlie Rose



ORIGINAL SONG MEANS EVERYBODY STRONG:

The Antidote to Bullying and Tyranny

C O S M O L O G Y

WESTERN EDUCATION, AND indeed Western civilization, has been completely screwed by a typo—yes, a typographical error.

St. Paul had a mystical vision, fell off his horse and came up with the notion of “original sin,” or so we all believed. Turns out a scribe accidentally dropped a “g.” What Paul actually said was that we are all born with “original sing” or, “original song.”

Thoreau almost said, “Most men lead lives of quiet desperation and go to the grave with the song still in them.”

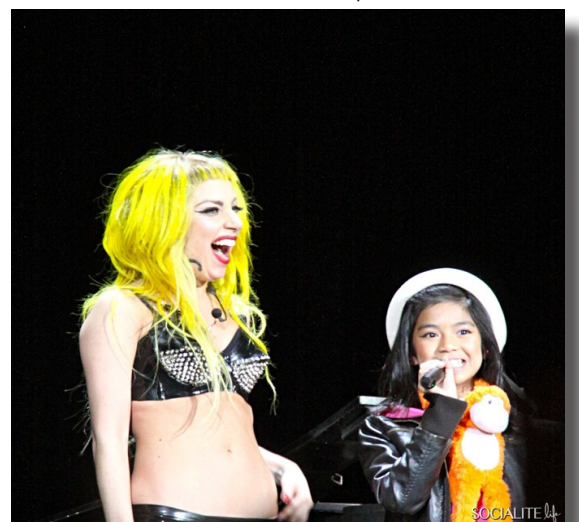
Gii...what if? What if we have come here to live in a body in space-time to sing our original song? To honor what [Matthew Fox](#) called our “original blessing.” Maybe our job here is to “follow our bliss,” as [Joseph Campbell](#) called it. If any of this is even vaguely true, then a system that methodically stamps our passion, individuality, the deployment of strengths in an ecosystem of trust...well, this is bad cosmology, as well as bad education and bad economics. Original Song requires Original Giinius to be fostered.

[Lady Gaga](#) said it beautifully in her anthem, “[Born This Way](#)”:

Courtesy of Static.celebuzz.com

*My mama told me when I was young
We are all born superstars
She rolled my hair and put my lipstick on
In the glass of her boudoir*

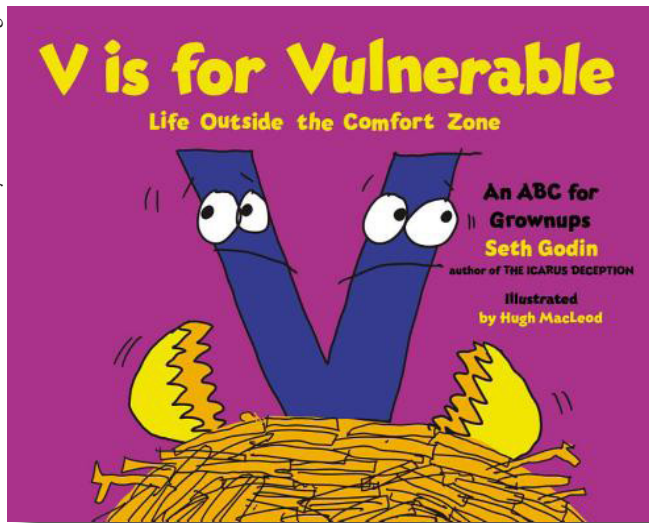
*There's nothin' wrong with lovin' who you are
She said, 'cause He made you perfect, babe
So hold your head up,
girl and you'll go far...*



Gaga was bullied. Shoved into a garbage can. Even reputed podcaster [The Nerdist](#) was shoved into a garbage can too. But they survived the bullying by kids who were themselves very afraid of something.



As Veronika says, the answer to bullying is not to bully the bullies, but to make everybody strong!



We are all vulnerable, but that can be a strength in a different system. It is our weaknesses that give us the grace to need one another, to be helped, and our strengths that let us help well. See Seth Godin's book, [*V is for Vulnerable: Life Outside the Comfort Zone*](#).

NEW WEALTH CREATION:

The Cosmology & Economics of The Hero's Journey

THE HERO'S JOURNEY, according to mythologist [Joseph Campbell](#), has always been a movement out of the safety of the known and a gift of your life to something bigger than yourself.

Our world is a huge smorgasbord of differences: different genius, different needs, wants and beliefs, connected instantaneously by technology. Entrepreneurship, in all fields, absolutely depends on those differences to create new wealth in the world. All profit is wealth that never existed before. A transaction creates new wealth when both parties gain more than they give.

For example: when I buy a pen from you for \$1.00, the pen is worth more to me than the dollar, and the dollar is worth more to you than the pen. In order for both parties in an exchange to gain more than each gives, what they value must be dissimilar. Therefore, they must be different from one another. Difference is the fundamental requirement for creating new wealth in the world.

RAMIT stamped out difference. SPIRIT deploys differences. In all of history, money, wealth and property seem to have emerged in precisely those places where differences were allowed to interact. Such places rarely had natural resources of their own, but found a way to mediate between those that did. From the city of Kish, Samaria, in 4,000 B.C., to Thebes, Egypt, in 2,000 B.C., to Phoenicia, Venice, Amsterdam, London, and New York—the economic centers of the world have been the cities where trade was free and people from different places with different ideas were welcomed. The Internet makes Kish of us all!

Too many people have interpreted “free enterprise competition” to mean that for them to gain in a transaction, the other party must lose. Competition does not lie at the heart of wealth creation—creativity does. And this gives each individual the chance to make heroic journeys. The hero gives him or herself to something larger than the self.

You can't give your soul to the task of just beating out the other guy. You can give yourself to creating something new, something of value in the world. Today, the most successful endeavors are those that have larger visions to which people can commit themselves, their strengths, passions, interests and spirit. The hero's journey, beyond the known and beyond the self, beckons to eight billion potential citizen-entrepreneurs.

Let's all boldly go!

“...We have not even to risk the adventure alone, for the heroes of all time have gone before us. The labyrinth is thoroughly known. We have only to follow the thread of the hero path, and where we had thought to find an abomination, we shall find a god. And where we had thought to slay another, we shall slay ourselves. Where we had thought to travel outward, we will come to the center of our own existence. And where we had thought to be alone, we will be with all the world.”

- [Joseph Campbell](#)



Courtesy of Slashfilm.com

“Steve Jobs had a vision. He believed in something that no one could see, and he followed that path wherever it led him, against all odds and against all doubters... His own board didn’t understand what he was doing. That’s when the evil emperor thwarted him, you might say, and threw him into the dungeon... Eventually the drought and famine and locusts descended upon Apple and they called him back. That’s when his story really became the hero’s journey. He returned and reinstated his vision.”

- George Lucas, in [Wired Magazine](#)



Courtesy of Chud.com

people singing their song makes
them beautiful, and no one laughs
at them anymore

These images courtesy of Youtube.com

