

Gap International Commences Sixth Leveraging Genius Conference

Hundreds of Global Business Leaders and Teams Gather to Access and Explore their Personal Genius to Unlock Consistent Extraordinary Performance

SCOTTSDALE, A.Z. – Feb. 25, 2013 – Hundreds of business leaders and teams from around the world today gathered for the sixth Gap International [Leveraging Genius Conference](#), an intensive week-long experience which enables leaders to consistently produce extraordinary results by discovering and leveraging their “genius.”

“We contend, and have witnessed in more than 30 years of working with breakthrough organizations, that genius exists in everyone,” said Pontish Yeramyan, Founder and CEO of management consulting firm [Gap International](#). “While many people only associate this term with historical visionaries, we believe that genius is present in our thinking during those moments when we are each at our best.”

Conference discussions and work sessions will be facilitated through a highly-personalized experience with Gap International consultants. They will help train attendees to gain deep insight into their unique genius and to access the precise state of mind that has preceded their greatest accomplishments.

Through this process, executives and teams will be able to improve both individual and group performance in real-time. Leaders will tune into subtle but crucial clues that can predict the likelihood that targeted business results will be achieved. “We have seen time and time again that the heightened clarity that comes from this process translates into a tangible, ongoing competitive edge,” noted Yeramyan.

Specific topics to be addressed during the Leveraging Genius Conference include:

- Distinguishing “genius” as defined by Gap International from other concepts such as talent, skill or experience
- Creating the environment for a successful exchange of genius between individuals and among teams
- Enhancing assets and decreasing liabilities of business performance
- Taking elements of individual and team genius and applying them to tangible business challenges

Attendees will also hear from guest presenter and noted Arizona-based chef Chris Bianco – whose creative and entrepreneurial genius has provided the catalyst to a successful restaurant empire. Bianco’s food has been rated “Best pizza in the U.S.” by *Bon Appétit* magazine, and he has received accolades from the James Beard Foundation, Zagat, “Oprah,” and top outlets including, *Every Day With Rachael Ray*, *Martha Stewart Living*, *GQ* and *Gourmet*.

One of the most powerful elements of the Leveraging Genius conference is the diverse international group of individuals and teams from many business sectors who will be in attendance to collaborate and learn together. This includes past representation from companies such as Cisco Systems, Owens Corning, Panera Bread, PNC Bank, Diageo and more.

The Conference, which begins today, will run through Friday, March 1 at the Phoenician resort in Scottsdale, Arizona. There are several ways to follow the Leveraging Genius Conference:

- Blog: Subscribe to the Gap International Blog, [ThinkGrowth](#)
- Twitter: Follow [@ThinkGrowth](#) or [#GapGenius](#)
- Facebook: Follow Gap International on [Facebook](#)

Videos explaining Gap's [concept of genius](#) and the [Leveraging Genius Conference](#) are also available.

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About Gap International

[Gap International](#) is a global management consulting company that partners with executives in producing exceptional growth. For over three decades Gap International has worked with FORTUNE 500, Global 1000 corporations and U.S. Government agencies – enabling leaders, teams and organizations to operate at the highest levels of performance. The company has global headquarters in Philadelphia and international offices in London and Shanghai.

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