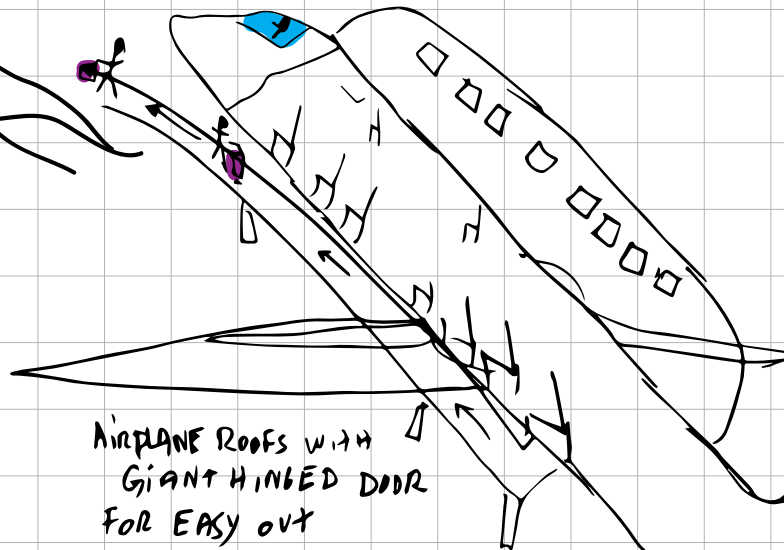
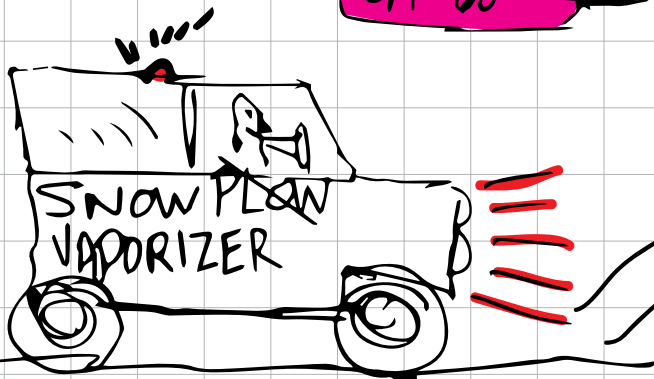
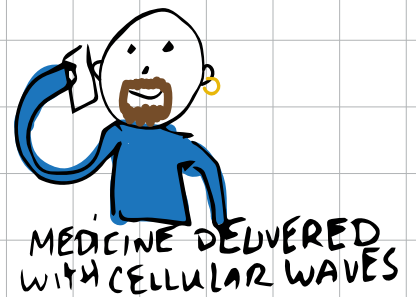
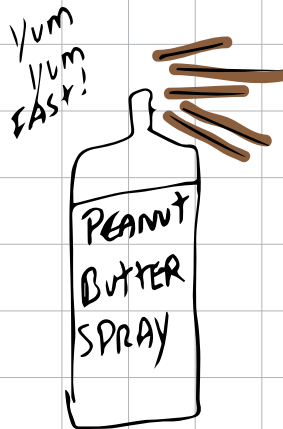
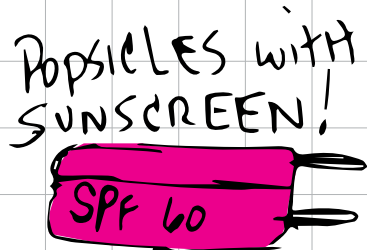


151 IDEAS THAT WILL CHANGE THE WORLD

(Continuing the quest for innovation and social awareness.)

By RUSSELL RIENDEAU Ph.D.



eBook

FOREWORD BY THE POETIC VOICE OF
SEKOU ANDREWS

EVER HAVE A GREAT IDEA AND SOMEONE BEAT YOU TO IT?

151 Ideas That Will Change The World, will challenge your thinking about innovation and creativity. Grab your gray matter and be launched into the boundary-less, abstract world, as absurd-meets-not-so-absurd ideas; ideas that can make you rich! Drawing inspiration from new psychology, medicine, science, biometric engineering and logistics research, as well as anecdotal evidence, Dr. Russell Riendeau—a behavioral scientist, entrepreneur, artist, sculptor, composer and TEDx speaker—hands over the seeds for innovative products and services ideas to reset your intellect around innovation, in today's new, world at work.



Can you imagine...

- Popsicles, chocolate or ice cream infused with...sunscreen protection?
- Landscaping your yard with the push of a holographic button?
- Coffee that safely whitens your teeth?
- Lightning bolts powering healing music in a neonatal ward?
- Medicines delivered into your body...via cellular satellite signals?
- Orthodontia via cherry-flavored tissue engineering and cell regeneration?
- Airliner fuselages that retract, allowing passengers to deplane in seconds?
- Snowplows replaced with vaporizing beams?
- Sump pumps run by turbines from your house gutters?
- Paw print recognition for pet access doors?
- Portable safety systems 100% effective against personal attacks?
- Waterless dishwashers?
- Your thumbprint replaces a postage stamp?

Download this
eBook for FREE at
russriendeau.com

If you need to keep up with and get ahead of the intellectual learning curve, or are seeking inspiration to improve your current business, *151 Ideas* is an enlightening, lightning fast read—less than 17 pages! A book guaranteed to stimulate that creative—and capitalist—side of your mind.

Tell your friends! For more information, call 847-363-9789.

151 Ideas That Will Change The World

Continuing The Quest For Innovation & Social Awareness

By
Russell Riendeau, Ph.D.

Copyright 2014 by Russell Riendeau

All rights reserved. No part of this publication may be reproduced, distributed or transmitted in any form or by any means, without prior written permission of the publisher, except in the case of brief quotations used in critical review and certain no commercial uses permitted by copyright laws. For permission requests contact Eyecatcher Press at 847-381-0977, or 135 Park Ave. Barrington, IL. 60010.

ISBN 978-0-9654631-5-7

Produced in the United States of America

Cover Design and eBook configuration by Danielle Kay Riendeau, Pink Troll Studio

Author photo by Curtis Newborn

CONTENTS

FOREWORD

INTRODUCTION

151 IDEAS

HOW TO GET IN THE ZONE FOR IDEA GENERATION

CREATING YOUR IDEAL LIFE

ACKNOWLEDGEMENTS

ABOUT THE RUSS RIENDEAU

ABOUT SEKOU ANDREWS

DEDICATION

*For Danielle & Grant: My hope is you're never afraid to risk thinking
beyond only what is visible.*

FOREWORD

The Poetic Voice of Sekou Andrews

I used to write poems because I needed to. I was in love, and felt an urgency to express it through poetry. I was angry or heartbroken, and the first step to getting over it was getting it out in poem. They say necessity is the mother of invention, and my poetic inventiveness - my creativity - was so much easier to birth when it's mom told me the poem was necessary.

But then I went off and got all entrepreneurial, and expanded from being a traditional performance poet, to becoming a "poetic voice." A poetic voice is a new type of speaker/artist who fuses inspirational speaking with spoken word poetry to help organizations and individuals find their voice and tell their stories more powerfully. Now, instead of finishing that love poem by Friday so I can read it on stage to my lady, I have to finish that poetic keynote on blood transfusion management (or golf ... or medical error ... or cloud computing) by Friday so I can present it onstage at a senior leadership meeting of a Fortune 500 company.

As a result, my sources of inspiration these days are less cupid, and more Google.

I no longer have the luxury of sitting back and waiting for the inspiration to hit me, I have to dig deeper for my muses. With clients as diverse and deadlines as demanding, as mine, writer's block is no longer something I can just wait out. So I have to immerse myself in Powerpoint decks, articles, websites, conversations, videos, anything that might spark my creativity, inspire my muses and launch me in the direction of "Eureka!"

That's what I love about this book. Russ starts it by establishing the necessity—the needs of this world, not just for innovations that solve societies problems, but

the need for innovative to constantly rethink, redesign and reinvent those solutions. He also introduces innovation and creativity as the most important ingredients for inventing the solutions that will address the world's needs. However, he doesn't stop there. Russ recognizes that sometimes necessity isn't enough. We can sit around and feel the need to end hunger (or reverse obesity or prevent having to shovel snow off our damn car) until the cows come home. Sometimes, however, our invention-muses need a bit more of a jumpstart than necessity provides.

So, Russ gives us examples to spark our creativity. Not examples of things that have already been invented - because it's easy to relegate those things to the "wish I had thought of that...oh well" list and continue shuffling along diminishing the possibilities within us. Instead, this book lists examples that have yet to be innovated; creations lying dormant in the ammunition clips of unfired synapses, waiting for us to put our minds to them.

I have a line in my poem "D.I.Y. Innovation" that says "Innovation is the difference between 'Why didn't I think of that?' and 'Why didn't I think like that?'" The ideas in this book are intended to get you thinking like that - like the person who created the solution that made someone else wish they had thought of that. Maybe some of them are ideas that will actually change the world. Maybe others are ideas that will just change Russ' world. That's cool ... because that's where it starts. That's the first part. Necessity - something you need in your life that would change it radically.

The second part is spark - the example or idea you encounter which inspires your invention to take on necessity's challenge. Whether it's the Powerpoint deck, video, and Google research that help set my poetic brilliance aflame, or a list of 151 ideas in a small book that ignites the innovations that change your world, sometimes all

we need is a little spark. So consider this an exercise in “Ah-Ha! moments”. Use it to practice flipping the switch on the light bulb over your head. Allow this book to warm up your innovation-vocal cords, so that, in case it sparks the world-changing idea that earns you a good, hearty “Eureka!” moment ... you’re ready for it.

INTRODUCTION

Innovation is alive and well on our planet!

Every day, thousands of new and improved products and services come to market. Everyday, millions of new streams of research find a way into the laboratories and inventive places in the world to keep the ever-growing ideas to do everything better, safer, cheaper.

As a behavioral scientist and entrepreneur, I am amazed at the innovation and championing of new ideas in our communities. From TED.com's tremendous success in bringing so many ideas to the forefront; to the innovation conferences and efforts of Chicago Ideas Week, as well as hundreds of other similarly-spirited conferences and entrepreneur programs throughout the world, never has there been a more abundant time to define, refine and market your ideas.

101,000 people.

That's about how many business professionals I've interviewed since 1985, as an executive search professional and researcher in behavioral science. When one talks with that many people, one can get a fairly good representative sample of business professionals and entrepreneurs, throughout America.

The percentage of entrepreneurs is a single digit percentile, for sure. Yet, there are millions of people with brilliant ideas, great product inventions or fantastic ideas for new service models—all great ideas, but maybe lack needed capital or simply time, to get the ball rolling. You don't have to sign up to be "an entrepreneur" to be one. Ideas and innovation are in the daily changes in design and shifts in mindset.

As the senior partner in my East Wing Group search practice, I help companies find the best leadership and sales talent on the market. I also help individuals find a company that will allow their skills and goals to unfold. As a behavioral scientist, I study research on creativity, innovation, motivation, persuasion and mastery. And in all these fields, there is a common success factor that relates to the human equation: Tenacity—that ability to keep one's focus on a goal that is worthy, realistic and viable; the pursuit of that goal until accomplished or until new information or situations change the nature of the quest. Either way, a tenacious person will achieve more.

"But wait a minute!" you're saying. "Everybody that reads this book or any list of ideas could be thinking the same thing. What chance do I have for taking one or more of these ideas to market?" Excellent question. Here are four things to consider:

1. You don't have to do anything. You can read the book and move on. Most people will do this. Either they are too tired, not inspired, don't care, lazy, already successful and busy enough. Or they are unwilling to invest the intellectual time and energy to think through the ideas and act.
2. Use this book to reset or redesign one of your products or services that have grown dull, tired, outdated or boring. Maybe one of these ideas will launch a fresh perspective for your current business' go-to-market strategy.
3. There are billions of people in the world all needing something better, new, bigger, smaller, etc. You can be that catalyst to bring that something to fruition.
4. Every idea in this list will spawn no less than 1000 ideas each. There are more than enough to go around for all of us.

This book and social experiment can demonstrate the power of one simple idea as a catalyst for innovation, and how we respect/value intellectual capital and reciprocity.

A good idea is one you can't imagine the world without.

A good idea is replicable, scalable and investable.

A good idea makes the world a safer, better place.

A good idea can be explained in one sentence.

WHY WE LOVE TO BE FAIR IN OUR SUCCESS

There's an old adage that says, "You get what you pay for." Another one is "We only really appreciate what we have paid for." Having shared these adages, you are reading this book for FREE. Absolutely FREE (Unless Amazon requires us to sell it for .99 cents). It gives you, the reader, a chance to test drive the ideas in this book. If you feel compelled, you can send me a check, based on how good my ideas/inspiration were to your success. If not, that's OK with me.

Maybe some of the ideas in this book will spark a conversation—a conversation that takes an idea to the next stage. The Internet allows instant feedback, pictures, data, interviews with others, that show every possible element that can go right and wrong with an invention or modified product. From material sourcing, 3-D printing, global resources in engineering and distribution, the way to riches is far more streamlined than ever before. No longer is there an excuse of not knowing enough about something to take a calculated risk. The time is now to begin to pursue that something that has been on your mind for a long time.

Let the games commence!

151 IDEAS THAT WILL CHANGE THE WORLD

1. Find a way to build greater awareness and wake up corporate leaders in healthcare to address the sleep epidemic in America and help people sleep better
2. Self-cleaning/unclogging gutters and downspouts—a system that utilizes air pressure sensors to blow out/flush systems
3. Coffee that actually whitens teeth
4. Champion new home construction options to include “future home additions design” to reduce cost and challenges for future remodeling
5. Cell phone sensor that ensures proper neck alignment to prevent spine and other skeletal/muscle injuries
6. Implants that measure caloric intake and metabolic rate for weight control
7. Waterless dishwashers
8. Harness the energy in lightning bolts
9. Potholes that fix themselves—just add water
10. Single/multifamily housing developments that inspire “rotational living”: Create a community or circular layers of homes that are larger in the center and get small beyond. Pools/ parks close for children and older adults on the outer rings for more quiet, yet still connected to community. Circle of Life Community concept.
11. Wind turbines for car accessories that store power for other accessories
12. Bikes that build reserve power for other personal devices and applications
13. Human sleep training that actually is replicable and works
14. Holographic maps for automobile GPS systems and hiking, cycling, running, etc.
15. Reliable condoms that can be manufactured, yes, in your home
16. Dry-cleaning closet systems for home use. Clean your clothes as you sleep.
17. Bandages for children that play a funny song to help relieve pain and fear
18. Sensors that allow dogs to know when to go to the door to be let out
19. Pet doors with paw print recognition for entry
20. Physical monitors for those individuals with suspended drivers licenses that prevent a car from starting

21. Nail clippers that work on a lathe/laser system with no sharp edges
22. Allergy relief implants or patches that work with no side effects
23. Ingestible pill to ward off mosquitos, flies, gnats
24. Telescoping canoe paddles and canoes
25. Sports drinks bottles with immediate way to put your name/number/initials on it, to stop spreading of germs
26. Basketballs that roll/return to the shooter
27. Basketballs that have noise sensor built into needle to prevent being stolen from fitness centers and gyms
28. Practical, disposable underwear for everyday use
29. Spray peanut butter
30. Red wine that doesn't stain
31. A pill that tells you that you are over the legal limit of alcohol
32. Jellyfish Sting prevention product
33. Solar heated shingles for snow-free roofs
34. Voice activated kitchen appliances
35. A system to fix squeaks in hardwood floors. High pressure needles, graphite/silicone injections or other lubricants/expandable foams that can be dispersed into floors.
36. Cell phones that measure blood pressure, glucose levels and body fat percentage
37. Deer repellent systems that really work on plants
38. Self-tying shoes for seniors
39. Electrical or battery-operated appliance that puts socks on the feet of older adults or disabled
40. Swivel driver and passenger seats for easy access in and out, of standard automobiles for seniors and others with disabilities
41. Solar-powered lawnmowers
42. More effective lubrication products to eliminate pain during sex in post-menopausal women
43. In-ground, pop-up hose reel systems, solar powered. Underground storage.
44. Thumbprint postage stamp system. Scan thumbprint, meter paid with debit card, phone scan

app.

45. Stop US Postal Mail service to front doors. The added cardio workouts of people walking to the mailbox would save billions in healthcare costs. Exceptions to the rule, of course.
46. Toothpaste/sink cleaner combination product
47. Waterless car wash for home garages, ultrasonic systems
48. DMV renewal without going to facility. Video driving tests.
49. Commuter train seats for reading and work trays made standard. Improved air quality, lighting and noise reduction.
50. Home water recycling systems for dishwasher/shower water
51. Sump pumps run by water power from gutter and downspout turbine systems
52. Sump pumps that siphon with less reliance on motors/pumps
53. New home construction encapsulating system to keep basements dry. Sealed unit. Like a swimming pool liner or burial crypt concept.
54. Affordable, rentable, protective bubble domes to enclose new homes during construction.
55. Grass that stops growing at a certain length
56. Shovels that have pistons for easy gardening projects
57. Snow melt product that vaporizes or via an electrical charge system that zaps snow
58. Quicker passenger removal system from commuter airplanes. Consider retractable seats, fold down sides of fuselage.
59. Frame-only cell phones. Collapsible, holographic images only shown
60. Mosquito repellent systems that work
61. Flexible, bendable cell phones
62. Car monitors that keep slow traffic out of the left lane to reduce road rage and traffic congestion
63. Self-sealing windows for home and commercial use. Sensors sense air gaps and expand to fill void.
64. Car interior cooling system for when parked. Solar powered fan cools car interior.
65. Motorcycle with airbags, solar fans for when parked in sunlight
66. Motorcycle retractable sun shield

67. Bicycle radar alert. Beams signal to oncoming cars—front and back coverage
68. Design an emergency vehicle lift system to move over train tracks when train is on tracks. Or a system to move patients over the train instead.
69. Alternative power systems using train track friction
70. Fun holograms over train tracks when waiting for trains to pass. Stress relievers, sell advertising to local businesses.
71. Mandate colleges to deliver courses for students on how to sell their skill sets
72. Pod housing systems that allow adding and de-attaching rooms as families grow and shrink
73. Car battery charger cables that retract into area under the hood
74. Fresh water dispenser for interiors of car. Cool water for passengers.
75. You have US Mail app. Mailbox sensor notifies when it arrives.
76. Rapid dryer for home use clothes
77. Holographic imaging systems for creating different exterior landscaping, trees, fences, furniture, rocks, horses, etc.
78. Holographic imaging for home interior furniture
79. Parking lot lighting run from heat of cars or solar heat from pavement
80. Airport runways used as giant solar panels
81. City buses outfitted with street trash pick-up systems
82. Snowplows with laser plow systems
83. Roof shingles of Teflon for high snow areas
84. Traffic jam signage systems with funny ideas, professional development ideas, jokes, puns, etc. to reduce stress
85. Commuter trains with music systems, education channels, movies, etc. to encourage more riders
86. Simple system to teach deductive reasoning to sales professionals
87. A more compelling way to educate and devised system for saving for retirement
88. Life insurance policies that rewards you for better health practices
89. How to tap the billions in college endowments to create more affordable education for more students

90. A more effective way to reward and monitor tenured faculty in academia
91. Confirm correlations between math scores and reduced recess time for children in school to encourage more recess time
92. Create more vacation share systems to donate pay to charitable organizations
93. Invent a new color
94. Build an expandable rug
95. Create a merger/collaboration of car makers and appliance manufacturers for new ideas
96. Invent healing accelerator spaces for hospitals
97. Design a germ drape air lock system for entering/leaving healthcare facilities
98. Find a way to better educate doctors on their bedside manners
99. Find a cure for one simple problem in the world
100. Find a way to stop child abuse in your town
101. Create a safer backyard swimming pool monitoring system for safety
102. Build a behavioral training model for young men to learn courage outside the battlefield and use in everyday life
103. Seek to discover that one thing that you stand for
104. Package that one thing and share it with the world
105. Find that secret ingredient to create laughter under stress that works
106. The antidote for hiccups
107. The cure for stuttering
108. Traditional orthodontia procedures utilizing tissue engineering and myosatellite cell regeneration
109. Build a bicycle lock that uses fingerprint recognition
110. Personal security system 360 degree protection shock system
111. Peel back new floor systems. Wear out layer—peel back a new one
112. Solar-powered ceiling fans for home/business use
113. Peel and stick drywall

114. Super glue for construction applications, activate by wood fibers
115. PGA approved telescoping golf clubs
116. Tracker golf balls that actually work and are affordable
117. Underground wind farms
118. Home shutters that are reversible or a track system for different colors
119. Affordable, inflatable emergency exits for residential and multi-family dwelling windowslike airplane emergency exiting
120. Telescoping water and snow skis
121. Holographic tennis nets, courts, basketball/soccer, football goalposts, dial-a-court driveways, front walk way designs
122. Tattoo removal cream
123. A drug that safely and quickly removes excess alcohol from the body
124. Undetectable tracking device for criminals/terrorists to protect all citizens
125. Popsicles, chocolate, ice cream and other appropriate foods that deliver sunscreen chemicals into the skin
126. Cell phone charger systems on street lights/signs/ coffee tables in stores
127. Invent a rain-making system that work
128. Life jackets with magnetic properties to allow rescuers to pull the person to shore or a rescue boat
129. Emergency underwater lighting systems for recreational boats
130. Affordable lawn sprinkling systems that use water from downspouts for drought times. Large underground tanks or incorporate into solar walls or garage floors
131. Ice skate sharpeners for home use that are safe and effective
132. Concussion monitoring sensor implants
133. Medicines into your body via your cell phone waves. Vitamins, psychotropic drugs. antibiotics, chemotherapies, seizure medications. Possible using quantum physics, nanotechnology via electrical signals through cellular communication signals.
134. Screenless laptops—holographic screens
135. Distribution system for psychiatric drugs to mentally ill persons, criminals, prisoners, elderly, via methods other than solid form. Inhalable systems, fiber optic transmutation technology. Can

you take electric current and turn it to vapor for human consumption?

136. How to shoot down a tornado
137. Get the Concorde supersonic plane back in the air
138. Bladeless lawnmower
139. Optical car windshields to assist driver vision problems
140. Self-straightening power poles using gravity, magnets and electrical power.
141. A pulsating electrical current or steel guard rail fence that blocks entire street with energy from train friction/turbine system to stop cars and people from going around down, flashing train gates
142. Faster dental implant technology
143. Waterless firefighting systems
144. Waterless sprinkler systems
145. Cure for schizophrenia
146. A less expensive way to deliver college education
147. Improving college courses to better prepare students to sell themselves
148. Holographic lighting systems for motorcycles safety. Create configurations to make the machine appear larger.
149. Develop a robust system to help train new parents more consistently on how to create accountable, confident children
150. A device, toy, tool, event, that will inspire young people to step away from the cell phone or computer screen to experience more physical elements of learning, growing and experimenting with human achievements of the hands
151. Find a way to champion school reform to mandate recess for children in middle schools and high school

Of these 151 ideas, there are thousands more that you can generate by simply doing as I did for this book: Sit down with a paper and pen and let your mind wander anywhere. And watch what ideas will appear before your very eyes. It is a fascinating and intellectually stimulating exercise that research shows will enhance your creative energy, relief stress, and stimulate more parts of your innovative mind. Don't judge your ideas as they appear. Write them all down. No matter how silly, dumb, far-fetched, ludicrous, or simple.

I wish you all the best in your quest to become prosperous in mind and money. Follow those ideas, those instincts you've developed to pursue actions and knowledge in fields of interest, even though it may not appear to make sense at the time.

It is when you detach from outcomes of exploring ideas, that you will find greater rewards.

HOW TO GET IN THE ZONE OF IDEA GENERATION?

One of my mentors and good friends suggested I add a short section at the end of this book to talk briefly about the creative process. He reminded me that, while most people really desire to be more creative and expressive in their lives, many have not been coached on the process or have a natural affinity to think in the outer realms of abstract thought.

The most important thing for you to remember is this: Do not judge any idea that comes to mind. Write it down, play with it, let's be silly, dumb, stupid, illogical, irrational, unthinkable, undoable, impossible, impractical, unaffordable or idiotic. Let the idea be it's own thing. You don't have to defend it, you just write it down. The idea doesn't say or judge you—it's just a series of words or thoughts. An idea is something that multiplies on its own. An idea for one thing, morphs into an idea for another similar thing and so on. That's why judging is so dangerous.

If you can suspend your judgment and let your mind go to places you've not visited in a while—or ever—you will be on the path to creative thinking you have never experienced before. And you will be so excited about this new level of intellectual thinking that it will become addicting; a good addiction.

People often ask how me how I begin and sustain creative thinking and shift my ideas from art to business to music to sculpture to writing, etc. Perhaps my approach is different from others, so I'll share my methods and maybe it will resonate with you for test-driving.

If I get an idea that intrigues me, I'll sit down in a quiet place in my home with a legal pad and pen. No TV, no radios, no people around to distract. Quiet, but not silence. At the top I write down the idea in one word or one sentence: Write a book about _____, for example. Then I start to write every word, thought, phrase, image, smell, sound that comes to mind on the paper. Everything. I don't judge it, analyze it or worry about spelling it correctly. I get the ideas and the energy on paper as fast as possible. I start to consider the idea or problem from different perspectives: from a stranger, a friend, a customers, an alien, a parent, a spouse, a child—how will this idea effect them? I then might write the word "money" and see how that influences the idea's growth.

Often times, I'll list other words such as : science, medicine, engineering, psychology, sociology, geography, logistics, biology, education, healthcare. These words then lead me to all the subtle ideas and thoughts in my head that I may have forgotten since college or reading other books along the way. These topic points put my mind into a more intellectual, public space to capture images and ideas from the media or other

conversations overheard in various places.

As the list of ideas grow on my legal pages, I date the page and then keep coming back to the list over the following weeks and months to add, subtract and refine an idea or retrace the logic behind it. I also start to think about who I know that may know something about an idea I have. You'll be amazed at the brains your friends and family have on topics that will surprise you. A Google search or LinkedIn search of groups will also get you going.

IDEAS ON CREATING YOUR IDEAL LIFE

Just as creative thinking must be allowed to flourish with minimal disruptions and rules, so too is the process of designing your ideal life.

Utilizing the same quiet space, pen and paper process, write at the top of the page: My ideal day would include...

Now, simply write down all the things that are important to you. Everything! Ice cream, the cello, TV, running, reading, sex, sleeping, wine, milk, chess—everything. The goal here is to keep writing until you have written down everything possible you like.

Now, do the opposite: write down what you dislike: doing dishes, the smell of garbage, your Aunt Sally's fruitcake, working with stubborn people, working on projects that are stupid. Write it all down and don't show it to anybody, by the way.

After a day or so, look at the lists and see if there's more to add. Then, on the list of things you like, start circling the things that you could experience on a daily basis that could be part of a job. Don't worry about picking the job or making it fit, just see if that "like" item could fit. For example, snorkeling won't fit in every job, but eating a donut could. You get the idea.

By the time you've circled these items, you will start to think about what kind of industries, companies, organizations, associations could have opportunities for you to engage in more and more of what you circled that you like to do.

The same thing can be done with the dislike exercise. You'll start to see what you don't like and your mind will exclude jobs that have those elements. Even though not every job is perfect, you can reduce much of the dislikes with more pre-planning.

All too often, I've seen new college graduates, stay-at-home moms or people in long-tenured careers have trouble with finding an industry that fits what they want and are good at, because they think about the product or service. Not so. If you think about what the job would be, what you could do, now you look for industries, not companies, that will afford you the chance to work with your desired tools.

Career tracking and creative thinking are both in the same world. Work to dream big and think larger, bolder, brighter and wackier. Let the idea stew a while and then see what happens.

Great things will suddenly find their way into your life.

ACKNOWLEDGEMENTS

Any book, even written by one person, is, in reality, written by, and becomes part of, a community of minds. This short book is no exception.

I have had the chance to work with many new friends and colleagues related to this eBook, as I explored new technologies and new delivery models of information in the our new world at work. Special thanks go to my beautiful and brilliant wife, Cheryl, for her insights on many levels, and our adult children, Grant and Danielle. My colleagues in Vistage Group 1045 and our Chair, Dennis Kleper and many of the Vistage Chairs that have given me encouragement over the years. My on-going friends and family--my debaters and "devil's advocates" that lend their insights to test drive such questions and considerations under game situations include: Tim Tolan, Martin and Mary Wood. Also Matt, Michelle, Harrison and Carson Mays, JP Laqueur, Harry Paul, Tim Padgett, Keith Condon, Andy Rockwood, Brian Dunlap, Stephen Lucas, Randy Wubs, John Ferguson, Brady Spencer, Scott Seagren, Clay Garner, The Chatten Team, Adrian Dinu, Keyur Ghayhal, Paul and Candy Dietzen, Chuck, Amy and Matt Henderson, Mike Murphy, Jim Austgen, Jim Kendall, George Watts, Rus Withers, Curtis Newborn, Ben Olson, and TEDx organizer, Art Zards. And a special thanks to Sekou Andrews, for his innovation approach to storytelling and inspiring me to study more "behind the other voices" we all have a chance to hear, in our daily lives.

ABOUT THE AUTHOR

Dr. Russ Riendeau is a successful entrepreneur, national speaker and award-winning executive search professional. He's turned his ideas, passions and talents into million-dollar business ideas that have enriched the lives of thousands, as well as leading to a rewarding personal and professional life. Russ is also the creator of the Rusty & Pogo comic series. His ideas, writings and art work have appeared in thousands of media outlets including, TEDx Talks, *The Wall Street Journal*, Wall Street Journal Radio, ABC News, CNBC, MSNBC, CNN, *Boston Globe*, Artprize 2014, *Sales & Marketing Magazine*, *Training Magazine* and *CIO Magazine*. Dr. Riendeau has also been adjunct faculty at Northwestern University and General Electric's corporate leadership training program. He is a behavioral scientist, with a PhD in developmental psychology and founder of the East Wing Group, Inc., a composer/ multi-instrumentalist with six albums, author/co-author of eight books, artist/sculptor, aviator, marathoner, speaker and a member of Vistage International. He lives with his family in Barrington, IL.



PHOTO CREDIT: CURTIS NEWBORN

You can see and hear his art and music at <http://reinventlf.wix.com/russ-riendeau> and www.russriendeau.com. You can reach Russ at 847-381-0977 or russriendeau@gmail.com & eastwingsearchgroup.com

FOREWORD AUTHOR, SEKOU ANDREWS, POETIC VOICE

A week in the life of poetic voice, Sekou Andrews, could find him presenting an original talk for international executives, giving the keynote at a leadership conference, or performing pieces for Barack Obama in Oprah's backyard. This schoolteacher-turned-national poetry slam champion has become the world's leading Poetic Voice—a new type of speaker and artist who fuses inspirational speaking with spoken word poetry, strategic storytelling, theater and comedy to give voice to the messages of organizations and help them tell their most powerful stories. His personalized poetic presentations are in high demand from Fortune 500 companies, leading conferences, and global nonprofits, such as Google, Nike, Paypal, Johnson & Johnson, Global Green, Mayo Clinic, Genentech, TEDMED and Million Dollar Roundtable. He has been featured on national media outlets, including ABC, MSNBC, HBO, Showtime, MTV and BET; presented for luminaries such as Oprah Winfrey, Barack Obama, Larry King, Quincy Jones, Hillary Clinton, Bono, Maya Angelou, and Norman Lear. He's shared the stage with music heavyweights Stevie Wonder, Carlos Santana, Jay-Z, Maroon 5 and the Pasadena Pops Orchestra, to name but a few. His own latest album, "Poetic License," helped him become the most awarded artist in the nation's largest independent music organization. Having innovated a new, successful speaking category, Sekou also teaches rockstar secrets to public speakers through his Stage Might™ speaker training program, coaching business presenters in the techniques performers utilize. As a poetic voice, Sekou shows us the best version of ourselves to help us live into it. He does more than inspire us with *his story*; **he inspires us with our story.**



*This is the end of book, but not the end of the story.
Until we meet again....*