

THE SECRET  
TO THE  
CREATIVE  
GENIUS—  
**REVEALED!**

CREATING  
THE NEW  
GENERATION  
OF GENIUS

MATTHIAS SCHÜBEL

# The Secret to the Creative Genius— REVEALED!

*Creating the new  
generation of genius*

MATTHIAS SCHÜBEL



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# *Dedication*

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*To the one who is brave enough to think differently.*

*To the one who has the courage to leave his familiar  
dimension and walk a new path.*

*To the one who releases his creative genius and  
expresses it through creation, changing the world  
through his remarkable contributions.*

The future belongs to the creative genius—to the one who is able to awaken his inherent creative genius quality and who falls, therefore, in line with the original intent and true nature of Man. The original intent and true nature of Man are based on a particular human quality—expressed through creation—that belongs to the internal world. Tapping and awakening this human quality equals awakening the creative genius quality, the quality on which all truly remarkable achievements and great discoveries in our evolutionary history were built.

## *Acknowledgments*

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I would like to express my gratitude to Paranjothi Subramaniam (Kuala Lumpur, Malaysia), my mentor and spiritual master. This writing is inspired by his profound teaching, which aims to bridge the gap between science and spirituality, bringing together Eastern philosophy and Western science—the inner and the outer world—in groundbreaking new ways.

This book is further influenced and inspired by the timeless wisdom of one of our great modern-day spiritual masters, Osho.

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## *Preface*

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The idea of this book took its beginning about a year back. It was a more challenging time to me. There was one prime challenge and this has concerned my business, which despite working very hard has not given me what I hoped to see. I was trying anything and everything to reach a state where through my work I can creatively express myself, and with it becoming materially well off, at the same time feeling fulfilled inside. This very rare, yet possible combination seemed far out of reach. However, the idea to find a way inspired me to search for a clue how this can be achieved, to self-express, and through it being rich and fulfilled in both dimensions, in and out. Initially it was hard for me to come out, finding the right way to get the desired result, and so for some time I “kept falling on my face” regardless whatever approach I took.

I had been contemplating over the nature and root cause of this specific challenge for some time. This eventually, one day, out of the blue, led me intuitively to particular idea. A very inspiring idea, to myself. I started researching and probing into something I was always interested to find out, and that for a long time. It is the phenomena of genius or in other words the true genius factor, the very principle all geniuses have ever worked on. I asked myself the question: “What would it take and what development would be necessary to become genius?” and “Is it really possible that we all, that the ‘ordinary man’ regardless of his educational background, his particular circumstances or IQ can become genius?” This idea occupied me for quite some time. Eventually, through continuous contemplation, research and enquiry, came the revelation. The idea, combined with the inner knowingness, becoming fully aware that this could be

possible—that everybody could become genius, and also how became a consuming obsession and burning desire in me to share it for the benefits of everyone.

The essence of this writing reveals the true and only genius factor, commonly also known as the “Einstein Factor”, and how we all can become genius through a particular human development. Further to that the significant changes that take place in our life’s and the impact the awakened genius quality has onto our world.

This new way introduced here may overthrow the common believe, the typical approach how we all the while went about trying to reach genius. However the very fact that genius has almost died out in our current time, despite the understanding of the genius principle, indicates clearly that something fundamental was still not right. Otherwise there would be many geniuses around, individual greats like Einstein. He, the genius has almost vanished despite of all efforts to bring this quality in us to life, but why?

We will find the answer to this question within this writing. I like now to introduce through this book the simple and yet profound idea of becoming genius, and this in a quantum leap.

Every now and then it happens that a certain individual appears who, without deliberate intent, is able to literally change the world through his remarkable creation. He, therefore, naturally becomes a prime contributor toward the advancement of mankind—and the world—in its evolutionary progress.

This individual is the so-called genius, or the creative genius, since genius expresses itself through creation. The genius is the one who is able to open the portal to the place and dimension where the creative genius quality resides, allowing it to come to the surface and expressing it—bringing it to life—through creation. The creative genius, awakened and expressed, determines who we really are, and also determines our contributions. Living by this quality makes us authentic and original—truly unique human beings with remarkable qualities and, therefore, extraordinary contributions.

In today's world, however, the creative genius is a very rare phenomenon. He has almost completely vanished. Suddenly it looks like he's completely disappeared from our planet Earth. He is gone despite the fact that we all have the inherent capability and capacity to reach the stage of genius. The very possibility—the potential to reach this level of genius—is seeded in all of us. It has been there since we came into being. It is a state of being—a particular way of working that determines the creative genius quality. The creative genius is no longer around because we are operating with a dysfunctional nature—a split nature—and we are currently unable to go to the place or access the dimension in which the creative genius resides to awaken him. The portal to this dimension is closed, and it has been shut for a very long time.

However, once we take a fundamental new step and enter the internal world, we reopen the door to the dimension again, and the inherent creative energy uncoils. This uncoiling is a spiritual occurrence. The creative genius, in its intrinsic nature, has a spiritual essence because it belongs to our internal dimension and—once accessed and tapped—it naturally arises from the inner being. If we become creative through releasing the creative genius, we naturally become a spiritual person, and everyone who is by nature a spiritual person has a highly creative nature, too. Everything that is great about us and our growth, in the truest sense, comes from creating something—expressing the creative genius to the maximum potential. Therefore, the first and foremost step for us to take is to tap the dimension where the limitless and literally inexhaustible creative energy lies, and to bring it to life in the form of something completely new and unique. Once we reopen the portal to the inner world and start creating again, then after some time very significant changes will take place and we will become, in the truest sense, spiritual. We are able to go to higher and higher states of consciousness. For the first time, we will be able to grow—in and out—and go far beyond whatever we have achieved so far.

Life, per its original intention, is built on the inherent quality of the creative genius, and it is built on this entirely. Some time back, this quality was still very much alive in us—until the day the door to the dimension where it is residing was shut. Here and now we have the unique opportunity to tap the creative genius again, and through expressing it we will transform, and our lives will be elevated to the greatest heights in our evolutionary existence. Every individual's life thereafter will be transformed and elevated because, at its core, the expression of the creative genius will serve a greater purpose—contributing to humanity toward evolution—instead of working entirely for oneself. The creative genius has an intrinsic nature, always expressing itself toward service—service to humanity. Its entire nature is orientated toward giving and serving, and it naturally always aims for the highest good of everyone—the collective, the world, and the genius itself.

This book aims to provide insight into how we all can become the creative genius again, even after the genius has almost completely disappeared. It shows the way, and also shows how the creative genius, once awakened, will express itself in our lives and whatever we are involved in. We look at the expression of the creative genius from the perspective of life, and also relate it to business and examine what profound changes are taking place in both areas—once expressed. Business comes into the picture here because it forms the channel through which the expression of the creative genius—the creation itself—will reach who it is supposed to reach—the collective. Business, per its original intent, is based on the expression of the creative genius; in that way, both are interlinked. That means the expression needs a channel to come out, and this channel is business—business not as it is today, but in its original vision and true intent, which we will naturally create again once we begin expressing the creative genius. In that way, throughout this book, we will look at the expression of the creative genius in life and in whatever we are involved in—our business together.

# PART 1

## The Creative Genius Revealed

### *Being the creative genius*

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Beyond our current life, there can only be life by being the creative genius. For as long as we can remember, it has been one of our greatest desires to reach the state of genius. It is the greatest dream of the whole of mankind, and the intense longing for it has followed us throughout life and history. The great geniuses we know about seem so far above us that they appeared almost impossible for us to reach. We look upon such geniuses as divinely gifted beings endowed with what appear to be supernatural powers. However, this particular thought—and the question of how to reach the state of genius—has been occupying us ever since great geniuses began shaping our world with their remarkable creations and subsequent contributions. How is it possible to reach this state, upon which all of our greatest achievements, be they material or nonmaterial, in our time and the more recent past, were built? What would we need to do—and what kind of human development is necessary—to reach it again? Why do we no longer have the ability to tap our genius, if we know there once lived many great geniuses who enhanced our world and contributed greatly to our advancement, which we still benefit from today? What does it take to go beyond—far beyond—our current day-to-day functioning so that everyone—you and me, regardless of our educational background and natural abilities—can reach and live by the natural phenomena of the creative genius?

The quality of the so-called creative genius is, by nature, an inborn quality, so the possibility to tap and unfold it, bringing it back to life, is therefore in you and available to you, provided that certain steps of human development—as further illustrated here—are taken. This quality we are referring to, the creative genius, belongs to your internal world. It is seeded in the inner dimension and therefore does not need to be developed through mental exercise. Neither is there anything that needs to be intellectualized, conceptualized, or studied by the book, nor is there any particular knowledge or skill to be acquired. It requires a very different and completely new approach. It must be nourished and awakened, because it is a natural phenomena and already inherent. It has been in existence since you came into being, lying latent and inaccessible to the current daily functioning of the conscious mind, with its rational thinking patterns.

However, once it is awakened it will surface. Then it becomes, in a very natural way, operational without us consciously directing anything. It is a natural phenomenon based on a certain way we work or execute our nature; therefore, the only thing necessary for us is to develop ourselves in a way and direction that allows us to gain, or regain, our true and original nature—the way we were originally meant to be before we became lopsided. There exists an original concept of us, and this is, in essence, that our two main centers or operational faculties—the head and the heart—be in perfect alignment. By the head we are referring to the intellectual faculty or our conscious mind, with its logic and rational thinking patterns, linked to the left hemisphere of the brain. The head or mind is based on intellectual studies, it is our knowledge acquired through the many years of formal education. It functions on the principle of a computer—what we put in we can retrieve, nothing more. All we currently know, the source of our knowledge is based on this way of functioning, by the head, through memory.

The heart represents the so-called heart center, the center point between the two breasts, the spiritual heart, which is also a center of consciousness. Here we are not referring to the physical heart, the organ. Through the heart we are connected

to the universal intelligence. The heart is associated with the inner faculty of intuition, the unknown, love, and passion, our creative and poetic nature. It is linked to the right hemisphere of the brain.

The perfect alignment of both centers—the head and the heart—and from the operation of both centers in equality releases the genius quality. It is, in essence, the genius quality itself. In that way, our only requirement is to restore ourselves—our true and original nature—and the way we were functioning before we became lopsided. Our current scenario—the way we function today—is led almost entirely by the head, by the conscious mind, which does not allow us to access the intuitive and creative faculty of the heart at the subconscious level. This is the core reason why we were, for a long time, not able to reach the genius quality, even though the natural potential and capability is already inherent in each and every one of us.

Once we regain our true nature and function by putting the head and heart into perfect alignment, we will be able to awaken this genius quality. It will be more or less a natural happening—based on totally and completely operating by our true intent and the original nature of man—perfectly aligned in head and heart. Our greatest possibility will arise once we are balanced—once a bridge between the head and heart is formed, and both become integrated. Both centers and dimensions—the head, the outer world, and the heart, the inner or spiritual world—come together instead of being split. This alignment of the head and heart releases your ultimate strength. In other words, it unfolds the possibility of becoming the creative genius again. The creative genius quality is an internal quality. It belongs to the dimension of our inner world, the heart, and therefore we must apply tools and techniques to access this vast internal dimension and tap the creative genius, bringing the quality to the surface and, thereafter, making it operational. The creative genius is, in essence, a natural quality, and that means it has been inside us since we came into being. It is not a talent or a matter of developing a particular talent, and it does not require particular mental training or exercise. It is present in each and every one of us; there-

fore, the possibility to regain the genius nature is available for everyone. The only thing required is that we awaken it again. In the following chapters, there will be further illustrations of how this can be achieved.

Once the awakening of the creative genius takes place, it will change both life and the face of business, as well as the way business is executed, in groundbreaking and revolutionary ways. Its impact will be massive. It will last forever. It will transform you and, from there, it will transform whatever you are involved in, expanding further to encompass the entire world, which will reach the greatest heights of its existence. It will create a new order and a new world based on mankind functioning by its true nature and awakened genius, and non-sustainability will, from that time onward, not come into the picture anymore. Everything, by law and nature, will be self-sustaining.

By nature, everything in our world sustains on its own. Sustainability lies in the very balance of things. If there is anything non-sustainable, it is because our out-of-balance situation—our dysfunctional nature—means we are no longer operating by our true intent of being balanced and aligned in head and heart. Our dysfunctional nature and out-of-alignment situation is based on the fact that we have, over a period of time, shifted from our original operational base—from the heart to the head—and are now completely stuck there. About 97 percent of mankind operates from their heads—the conscious faculty—only, without having the ability to enter the internal world and to draw from the vast and limitless resource of this dimension—the dimension where the creative genius quality is residing.

Once, however, you have tapped into this quality and it is active and alive in you—meaning it is operational—you can reach your ultimate strength, and all boundaries will disappear. Thereafter, you can go far beyond whatever you have built and achieved in the past. The release of this internal force, the creative genius, will enable you to transcend all natural limitations by which you are bound and with which you are confronted, so that, finally, you can become truly great—the ultimate creator. Life built on the inherent quality of the creative genius will be

authentic and original. It will be unique and remarkable and, rising from the ordinary, we can easily reach the extraordinary life.

The future of our world will be greatly determined by our ability and willingness to access the quality of the creative genius and bring it back to life. All great achievements that served humanity and all visionary businesses are entirely built on the inherent quality of the creative genius, and based on our ability to access the inner world and to draw forth from its limitless internal resources. It is from here—this internal dimension—where the intuitive, imaginary vision will arise, based on tapping the central core of your being. And it is from here that this vision is presented to you in the form of a panoramic view—an intuitive knowingness. Functioning in this way we are able to tap into future trends and developments at any time, intuitively.

All you need to do is follow this vision based on intuitive knowingness. All true, great achievements and visionary businesses are built on this principle; therefore, it is imperative to access the internal dimension—the heart—and operate from this dimension, forming the core and base, the foundation of our nature and the way we operate. The head is essentially only there to formulate a practical and efficient way of bringing out the heart's unfoldment in a tangible form. This is operating by our true nature. The heart is the master of creation, and the head must finally give way. It must become subservient to the heart again, according to the original intent. All great geniuses of the past have worked based on the principle of the true nature of man being total and complete, perfectly balanced and aligned in the head and heart.

Life lived by the creative genius quality is the ultimate life. It is extraordinary what you can reach through the release of this internal quality. It will surpass everything you have ever accomplished and achieved so far, whatever that has been. It is a revolution that will allow us to leap out of the daily challenges confronting us toward something new and higher—out and above all other challenges—and to move forward to the greatest time in our evolutionary history. Those of us who are moving inward will be the forerunners, they are forming the role models

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for all others to follow, and we will build empires and businesses that are stable and steadfast under all circumstances. These businesses will eventually serve—always and entirely—the highest good of everyone, because the original purpose of business is to contribute to the people’s and the world’s advancement, and contribute toward evolution.

All secrets that nature, and our existence, withholds will be released to the one who is able to tap his own creative genius; because the genius expresses itself according to one’s natural inborn faculty, the genius quality of every person will be different. It will be unique and original, completely authentic. No creative genius expresses itself twice in the same way.

Lives and businesses built on the creative genius quality will be the richest forms of life and business. They will show the inner richness of the creator and reach their greatest heights in the material dimension—because, in their essences, these lives and businesses built on the inherent quality of the creative genius will naturally serve humanity, our world, and human evolution. Those who serve mankind and contribute to evolution through the release of the creative genius will naturally receive the highest reward, without having to aim for it.

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