Share a book letter: *The Medici Effect*

Subject: Creating an explosion of new ideas and innovations

Dear ……… ,

*Creating an explosion of new ideas and innovations*

*happens at the Intersection*

It is at the *Intersection* where unexpected groundbreaking new ideas and innovations happen. The intersection is a place where diverse industries, cultures and disciplines collide and mix. When you step into the *Intersection*, you can combine concepts between multiple fields, generating ideas that leap in new directions. Not only is the *intersection* the best place to find groundbreaking ideas, it’s also the place to generate MANY ideas. The explosion of ideas and innovations coming from the *Intersection* is what the author calls The Medici Effect.

The origin of finding the *intersection* as the best place to discover groundbreaking ideas and innovations, dates to the 16th century in Florence, Italy. The Medici, a banker’s family, created the Renaissance by breaking down discipline barriers, which ignited and created an explosion of extraordinary ideas. Thanks to this family, sculptors, scientists, poets, philosophers, financiers, painters, and architects converged upon the city of Florence. There they found each other, learned from one another, and broke down barriers between disciplines and cultures. Together they forged a new world based on new ideas what became known as the *Renaissance.*

An *Intersection* is a place where different cultures, domains, and disciplines stream together toward a single point. They connect, allowing for established concepts to clash and combine, ultimately forming a multitude of new, groundbreaking ideas. This place, where different fields meet and where an explosion of remarkable innovations happens.

We, too, can create the *Medici Effect.* We can ignite this explosion of extraordinary ideas and take advantage of it as individuals, as teams, and as organizations. We can do it by bringing together different disciplines and cultures and search for the places where they connect. There are many opportunities to create *Intersection* places*.* The most important place is our mind, where ideas and innovations are found.

Creative ideas are *new* and *valuable*. Something unique. Something nobody has done before. Which is clearly a key characteristic of a creative idea. But, for an idea to be truly creative, it must have some measure of relevance. It must be valuable. If a creative idea exists solely in someone’s head, it cannot yet be considered innovative. A creative idea must be “sold” to others, like peers, clients, customers, readers, society.

Expose yourself to a range of cultures. Cultural diversity does not imply geographically separated cultures only. It often includes ethnic, class, professional, or organizational cultures. They work more open and divergent. Perhaps even be rebellious in their thinking. Such a person is more prone to question traditions, rules, and boundaries. In search for answers where others may not think of.

Expect the unexpected. If you do, you will start seeing the world from new perspectives. Suddenly you will find intersections everywhere. Random conversations, meetings, or projects will begin to flow together in strange, but intriguing ways, seemingly unrelated concepts will connect, in ways you did not think were possible. But when an idea hits you—be ready for it.

Listen to the engaging conversation in the *Podcas*t, study the *Mindmap* and the *Actions for Impact*, then read the *Summary*.

<https://globalreadingclub.com/books/the-medici-effect>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *The Medici Effect*