

Cloning Marshall Goldsmith Replicating the Smarts of Best-Selling Author and Leadership Guru

Replicating expertise and smarts are no easy challenge, especially if it's that of the world's preeminent leadership guru and coach, Marshall Goldsmith. Marshall is a best-selling author and leadership consultant who has worked with the top leaders in some of the world's largest companies. Google: [Marshall Goldsmith](#)

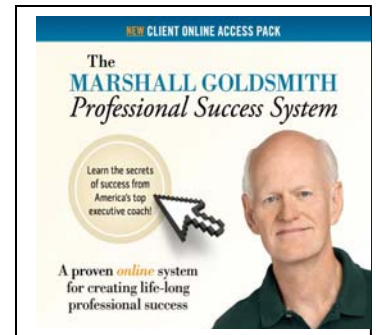
The Problem: There is only one Marshall Goldsmith and millions of people who can benefit from his coaching process and workplace smarts.

The Opportunity: Offer the expertise of Marshall Goldsmith at a price accessible to millions.

"The Knowledge Genie platform allowed me to capture, organize, and package my knowledge into a interactive web application. It literally allows an author or consultant to clone themselves and expose their knowledge to a broader, worldwide market."

How Knowledge Genie Solved this Problem

Knowledge Genie provides an intuitive interface that guides the author to quickly capture and package his or her smarts into a dynamic interactive system called a Genie. Whereas in the case of Marshall's program, the Genie was structured on a monthly basis reflecting Marshall's monthly coaching sessions. Once the monthly structure was in place, specific activities and instructions were identified for each month. The Knowledge Genie author process made it easy to add activities and identify ideas and concepts that required deeper definition or instructions.



Furthermore, Marshall has a robust body of work that includes articles, a blog, research, and website that are important to Marshall's process. Links to Marshall's website and other relevant sites were easily added and referenced at the appropriate and relevant locations in his Genie. Knowledge Genie has an integrated document-management system that allowed Marshall to upload a variety of resources, including documents and video, to help reinforce and bring Marshall's method to life.

Another key feature of Knowledge Genie is that it allows for additional customization ranging from color palettes and logos to custom tools. This allowed Marshall to add unique components to his Genie to reflect his brand.

Lastly, Marshall opted for the option to "Sell on Amazon." Since selling to traditional book distributors requires a physical package, Knowledge Genie packaged his Genie for physical sale, complete with login information. This enabled his Genie to be sold on Amazon and placed next to his other relevant books.

The Result:

We think public opinion says it best:

"Goldsmith is arguably the most successful executive coach practicing today. I was very curious to find out how he might be able to "package himself" so that more people will be able to access his experience and knowledge. Frankly, I wasn't sure it would be possible or effective. But now there is the MG-Pro program."
----- Amazon.com Reviewer