

Press Release:

The GeniusReport® is a revolutionary Personality and Potential Analysis, which is based solely on a person's birth data (date, time and place).

The Report has been available in German on the website www.geniusreport.net since September 2014, in English since April 2015.

The Genius Report-Compact can be created free of charge, the comprehensive GeniusReport is fee-based. The price is € 36,—.

On the one hand, the objective of the GeniusReport is to support people in developing their innate talents and strengths authentically and, on the other hand, to make their potential transparent to third parties. The GeniusReport can therefore be used both for reflection or coaching processes, as well as in recruiting, personnel development and team building.

Unlike other testing methods, which are based on questionnaires, this analysis cannot be deliberately distorted and does not depend on the condition of that person on a particular day, nor the socialization they have had.

The GeniusReport shows the natural talents and the inner reality of a human being. This inner reality is indeed overshadowed by one's socialization in the course of one's life, but retains its effect for a lifetime.

The Report is usually created by a person directly, based on their date of birth, and can then be passed on to a third party in the form of a PDF file or a link.

Many people are already attaching their GeniusReport to their websites, are posting it in social networks or using it as an additional document when applying for a position.

HOW IS THE GENIUSREPORT CALCULATED:

The GeniusReport is based on the assumption that the world in which we live is defined by a mathematical matrix, which can be represented by a binary code of zeros and ones.

The Nobel Prize Winner for Physics in 1999, Gerardus 't Hooft, describes this in the "Holographic Principle".

Our DNA, i.e. the genetic information which represents the blueprint for all life, in its essence also corresponds to a binary code. Simply put, for the calculation of a GeniusReport astronomical constellations are related to the 64 hexagrams of the Chinese I-Ching. The I-Ching, a philosophy dating back thousands of years, correlates 100% with the structure of the human DNA. This was discovered and scientifically proven in the 1950s. (See Dr. Martin Schoenberger "The I Ching & The GENETIC CODE - The Hidden Key to Life").

Even if all of this might still be considered very critically by a scientific mind, the precise statements and results which are expressed in the GeniusReport, are evident.

The question is therefore not whether the Genius-Method can prove its scientific nature, but rather: "Why is science not yet able to explain why these correlations exist and why are the statements of each GeniusReport so fitting?"

DEVELOPMENT OF THE GENIUSREPORT:

The GeniusReport was developed in eight years of work by a team of experts led by Nicole and Andreas Ebhart (see interview). It is based on the 64keys Matrix, which is a continued development of the Human Design System. With the help of this method, it is possible to calculate and present the energy and force fields of people and translate these fields into talents, traits and predispositions.

COMPANY:

The GeniusReport is a product of 64keys Media GmbH.

64keys Media GmbH is an Austrian company founded in 2012 by ten management consultants from the D-A-CH region.

In 2013 the expert software 64keys.com was completed, which was used by more than 100 coaches and consultants in the German-speaking countries in development projects regarding personality, teams and organizations.

The GeniusReport and the website www.geniusreport.net was launched in German in September 2014, in English in April 2015.

In 2016, the Software Portal 64keys.com was made available for everybody, in German and in English.

WEBSITES:

www.geniusreport.net or www.geniusreport.com

www.64keys.com

"GeniusReport" is a worldwide registered trademark of 64keys Media GmbH.

Press Releases and Photo Material:

www.geniusreport.net/press

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Interview with Andreas Ebhart:

(Andreas Ebhart, 56, is the Managing Director of 64keys Media GmbH. From 1981 to 2003 he was a successful and award-winning filmmaker and film producer. In 2003 he came across an unusual field of knowledge that he has been hooked on ever since. Andreas then sold his film production company and has been working as a coach and consultant using the 64keys-Matrix since 2006.)

Question:

How does one come up with the idea of developing a Potential Analysis that is based on one's date of birth – skepticism seems to be inevitable, doesn't it?

Andreas Ebhart:

If you had asked me years ago, what I thought of such analyses, I would have probably laughed too, because I am a very skeptical person. Then, about 13 years ago, I came across the Human Design System. It fascinated me. This system works with birth dates and is a synthesis of ancient knowledge and cultural techniques from Asia, especially from China and India.

After my initial skepticism and trying to dismiss the results of these calculations as nonsense, I came to realize that this wasn't so easy. The statements were always amazingly accurate and constantly re-confirmed themselves.

Together with my wife I then began a thorough analysis of this system and allowed the method to gradually integrate into my work as a coach and consultant. The results were always precise and very, very helpful in my work.

What bothered me at the time was the very esoteric touch of this system and the fact that there was no software suitable for use in business. That was the trigger for my engagement, to professionally process this knowledge under the name of 64keys, to make it available and subsequently, to develop a software.

Question:

There are many different Potential Analyses on the market. Many of them claim to be scientifically sound. So why develop an analysis now that will probably be difficult to prove scientifically?

Andreas Ebhart:

My wife, who is an HR consultant, worked intensively with all kinds of Potential Analyses available on the market. Most of them use questionnaires that are more or less based on psychology and essentially only query a person's self-assessment or external reality. But if one talks to personnel developers or recruiters, one will often hear that none of these analyses are really meaningful or popular. They are used because there are just no other methods to understand the phenomenon of the "personality". And, of course, these questionnaires as well as the results are not really popular for the subjects either.

This means that we have to accept that it is very difficult to provide causal scientific arguments for our method. But we know that these analyses are not only precise, but also incomparable in their depth and expressiveness, and therefore complement other conventional methods very well.

Using this matrix allows for a very deep look into the inner reality, or in other words, into the "soul" of a person.

We have therefore decided to continue along this path, even if there are still many obstacles along the way. I myself have very dear friends who probably think that I have lost my mind, working with "something like that". Of course, they don't tell me that to my face, after all they're friends.

Question:

You say: "a deep look into the soul". Wouldn't that be scary if it were true?

Andreas Ebhart:

Yes, that is scary. Even for us, again and again. Dealing with it must therefore be supported by a spirit of responsibility and respectful application and use of this knowledge.

The statements in the GeniusReport therefore primarily focus on the merits of people and are phrased in a positive and appreciative way. It should be about making talents and gifts visible and describing the mode of an individual authentically and with integrity.

We face our shadows, which are present in every person, on a daily basis. But if we focus on our strengths, our weaknesses get increasingly pushed to the background, as we are doing precisely what we are really good at.

Question:

You seem to be addressing a point of criticism of the GeniusReport. Everything is formulated in such a positive manner.

Andreas Ebhart:

We believe that every human being is a valuable and important member of the community. Unfortunately, not everyone is placed according to one's strengths, but often has a job which does not quite match their Genius. This is of course partly due to our economic system that works with defined job descriptions, in which one has to fit into in order to have work. And there are factors such as different social prestige levels for professions, which may influence someone to become a doctor, even though they may not be a good one and will not be happy in this profession. Therefore the GeniusReport is particularly important for young people and their parents. If someone is faced with a choice regarding one's training or career, it can be very helpful to be able to read about one's talents written out in full. That's one of the reasons why the GeniusReport costs much less for people under 25. We want young people to work with their authentic being, according to their Genius, and the costs should not be an issue.

Question:

With 10 pages the GeniusReport is very concise. However, the statements are very far-reaching. Is everything in the Report understandable for everyone?

Andreas Ebhart:

We have reduced the explanatory texts in the Report itself to a minimum, as it is also used by HR managers. So we have largely separated explanation and analysis. You can find detailed manuals for download on our website as well as tutorial videos regarding the individual pages of the Report. For further questions highly trained coaches are available.

Question:

You mentioned the 64keys Matrix. What is it and how do you use it?

Andreas Ebhart:

The GeniusReport is only an excerpt of the information that we can gain with the 64keys Matrix. What 64keys can offer in addition is the ability to analyze the dynamics in teams and predict them even before team members meet each other. Every one of us knows the phenomenon that one can develop better when cooperating with certain people than with others. We can make these dynamics visible.

In addition, we can analyze the nature and character of entire organizations. The innovative power that is inside a company. To what extent a company can compete effectively or how to communicate in a company.

Here's an example: For us it does not come as a surprise that a soccer team wins the cup in one year, and fails miserably in the next, even though only two players had been exchanged during that time. There are these kinds of dynamics, and each person influences the performance of a group and is influenced by the environment in turn. The most talented player could trigger the dynamics of one team in a negative way, but lead another team to peak performance.

Question:

Do the soccer clubs already know that?

Andreas Ebhart:

Of course they know that. But they have no way of knowing that before they engage a player. We have already worked with a professional soccer club, but the big breakthrough using this method in this area will only come when soccer coaches discover and use it for themselves. At the moment, our focus is on using it in the economy. Also because we are not recognized soccer experts.

Question:

How can one learn this method in order to use it in one's own company or, for example, as a soccer coach?

Andreas Ebhart:

For that reason we established an Academy in 2008. We primarily trained coaches and management consultants, more than one hundred in German-speaking countries. Since 2016 we are offering a software and learning portal - 64keys.com that enables anyone to immerse themselves into this knowledge. In the 64keys Media Library we provide everything that is necessary in order to use 64keys in in one's own company or when building a team. (At the moment the video training is only available in German.)

Question:

Which companies are already working with the GeniusReport or 64keys?

Andreas Ebhart:

That is not our favorite question, as one has to get back to the problem of birth dates, and few clients are ready to officially admit working with this method. But you'd be amazed at the number of well-known organizations and managers who are already using 64keys.

Maybe in a few years we will be ready to disclose our references.

We firmly believe that the time will come. The GeniusReport will also play its part, because its validity is immediately and individually verifiable, regardless of any discussion about science.

Question:

What does it cost for a company to use 64keys?

Andreas Ebhart:

We and the consultants trained by us work according to industry-standard day rates. The costs are therefore certainly no obstacle to use it.