A wondrously romantic belief is that brilliant thinkers magically produce brilliant ideas: an apple knocks out Newton and calculus appears in a fevered dream. We can enjoy fanciful fables of leaps of genius, but we should not be fooled into believing that those fables are fact. Brilliant innovators are brilliant because they practice habits of effective thinking that inevitably carry them step by step to works of insight and even genius. No magic and no leaps are involved. Habits of effective thinking and creativity can be taught, learned, and mastered; and mathematics provides a wonderful vehicle to convey these techniques. Anyone who practices them will inevitably create new insights, new ideas, and new solutions in mathematics and life. (Received April 08, 2013)