

THE BRILLIANCE EXTRACTION SYSTEM™



Dr. Stephe Althouse

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Our mission is to future-proof your expertise-driven business.

We specialize in advancing subject matter experts who are leaders, managers and key personnel. We focus on two keys:

1. Everyone benefits from leadership grooming. Especially, your key people deserve to be recognized for their unique knowledge. It pays to give them the support to bring that expertise to an even higher level of impact and success.
2. **It is crucial to capture that knowledge and systematize it, so that the rest of the team can use it now and well into the future.**

Do you know?

- According to FORBES, 80% of businesses cannot be sold,
- Over 90% of businesses are stuck at a plateau with no further growth in sight,
- Businesses waste huge amounts of time and money on training staff the old-school way,
- Employee-owners are at grave risk of a greatly diminished retirement.

... all because of one thing:

The company's intangible knowledge (its intellectual capital) has not been captured, systematized and made transferrable. The knowledge exists only in the heads of a few key people and cannot be leveraged.

What is intellectual capital?



- **Intellectual Capital is all of the critical knowledge necessary to operate and grow your company**
- **The core of your “Intellectual Capital” lives in the brains of your key people**
- Not “rocket science” or book learning, but knowledge from years of experience, e.g.,
 - Undocumented processes and systems
 - Industry knowledge
 - What can go wrong; how to avoid it; how to fix it; troubleshooting
 - How to build relationships with clients, vendors, collaborators, banks
- Often this knowledge seems hard to teach

How Safe is Your Intellectual Capital?

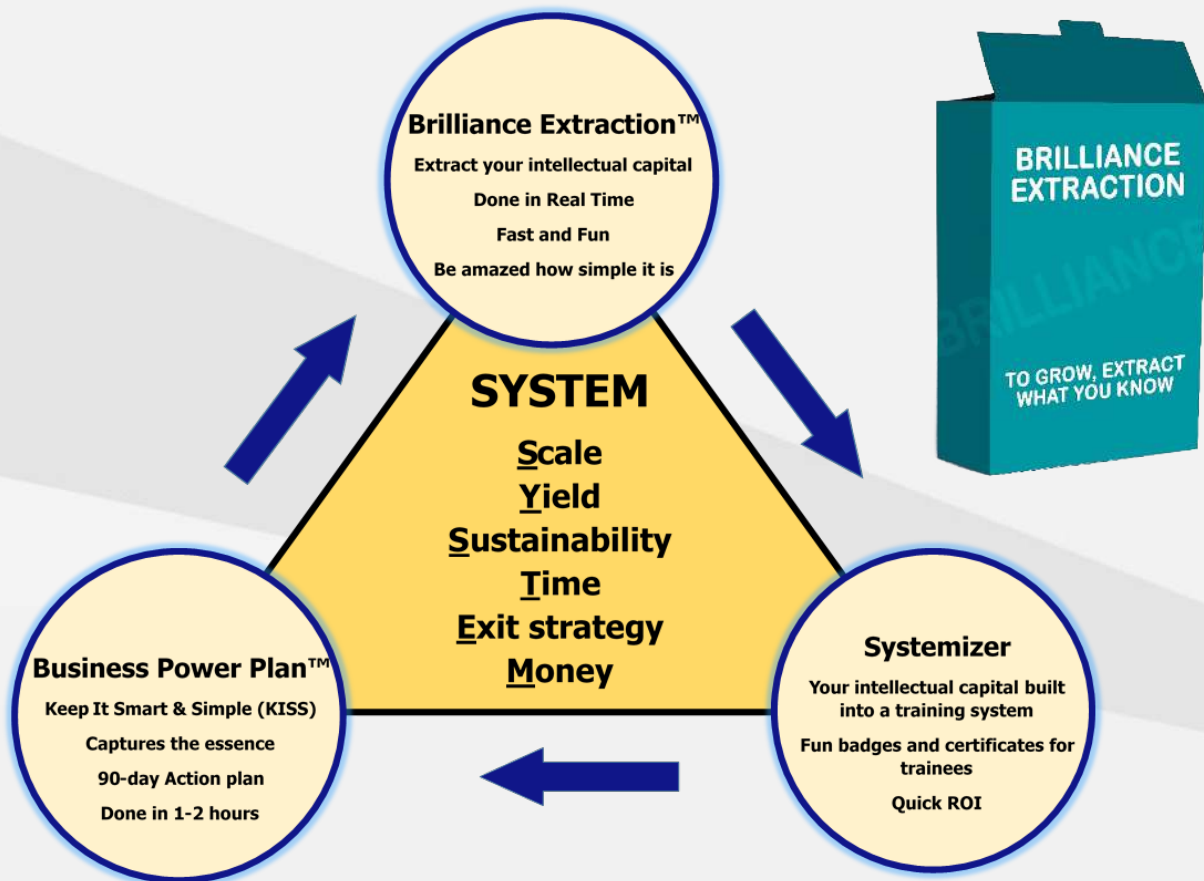


Consider that your intellectual capital

- Goes to bed at night
- Goes on vacation
- Retires someday
- Moves on to the next company they start or join
- **Will not return to the office one day**

Discover the Solution: The Brilliance Extraction System

The Brilliance Extraction SYSTEM™ is a **proven process** that allows you to **convert your intangible knowledge assets into tangible assets** without bogging down your business.



Think of this process like a rocket that is lifted by three boosters: The Business Power Plan; Brilliance Extraction™, and The Systemizer™. The rocket itself is named **SYSTEM**.

SYSTEM is an acronym that spells out 6 big benefits.

The Benefits: SYSTEM



- | | |
|--------------------------|---|
| ● <u>S</u> cale | ● Grow and scale |
| ● <u>Y</u> ield | ● Gain more flexibility |
| ● <u>S</u> ustainability | ● Future-proof your company |
| ● <u>T</u> ime | ● Save time |
| ● <u>E</u> xit Strategy | ● Have exit options |
| ● <u>M</u> oney | ● Increase revenue, profits & business value/ share price |

The Brilliance Extraction System™ has three components

1. Business Planning KISS Style™
2. Brilliance Extraction™
3. The Systemizer™

Component #1: Business Planning KISS Style™



- KISS = Keep It Smart & Simple
- Business planning on 2-3 pages
 - Vision
 - Mission
 - Goals
 - Strategies
 - 90-day action plan
- Takes only 1-2 hours – we offer an online course that guides you through it

BENEFITS

- See all critical things on only 2-3 pages
- Is the beginning of Brilliance Extraction™
- Increase your clarity
- Succinct document to show to your team members, collaborators, and investors
- Cohesive goals and strategies
- 90-day action plan for success
- **Steers and boosts your "SYSTEM rocket"**

Component #2: Brilliance Extraction™



- Map your expertise areas
- Pick an area to start with
- Do Brilliance Extraction

BENEFITS

- Protects your intangible knowledge NOW
- Is the foundation for the Systemizer™
- You get some of the benefits of the SYSTEM acronym
- If necessary, you can systematize it later without the person the information came from

Component #3: The Systemizer™

- Convert the captured information into a training system
- Store the information systematically
- Gain ROI Now



BENEFITS

- Congratulations! You now got all the benefits spelled out in the SYSTEM acronym

Harvard Coaching is the Glue



- Supports the Brilliance Extraction System – all three boosters
- Accountability – step-by-step
- Encouragement avoiding overwhelm and perfectionism
- Free up your time to do more work on instead of in the business
- Overcome obstacles in real time

Dr. Stephie Althouse's Bio and Track Record

- Ph.D. in Chemistry, University of Tennessee, Knoxville, 1994
- Award-winning innovator and scientist
 - Recognized as **Most Promising Innovator Under 35** by MIT Technology Magazine
 - Won two **Technology of the Year** awards
- Extensive executive experience in corporations, ESOP companies and as entrepreneur
 - Founder of Top-Notch CEO and ESOP.io
 - Authority in business turnarounds, for example,
 - Increased revenue by 41% in a high-tech company during a bad economic downturn
 - Turned around a company in the construction industry in 6 months
 - Implemented ownership thinking in a newly employee-owned company in 6 months
 - Solved succession challenges when the groomed successor was not the right choice
- Author of "101 Quick Tips for High-Talent Companies" and "101 Quick Tips for ESOP Leaders"
- Certified Executive Business Coach using breakthrough Harvard coaching methods (Harvard Institute of Coaching)
- Dr. Stephie has lived in Germany, California, and Tennessee before becoming a Texan
- She speaks fluent English and German

Try Dr. Stephe as Your Brilliance Extraction Detective

It is easy.

Contact us at **760-707-9977** or
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Book a Free Meeting