



**Brilliance
Extraction**

TOOLKIT

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A Preamble: Declaration of Brilliance

YOUR LIFE. YOU'VE **LEARNED SO MUCH.**
YOU'VE FORGOTTEN HOW MUCH YOU'VE LEARNED.
 YOUR EXPERTISE IS SECOND NATURE TO YOU. **IT IS YOU.**
 YOUR LIFE'S WORK IS **YOUR BABY** - YOU HAVE
 NURTURED AND GROWN IT, IN GOOD TIMES
 AND IN BAD. IT MAKES A DIFFERENCE.
FUTURE-PROOF IT. **SCALE** IT UP. AND **PROTECT** IT.

💡 **NEVER ASSUME THAT**
 YOUR KNOWLEDGE IS "NOTHING" OR
 THAT OTHERS KNOW IT ANYWAY.
 YOUR KNOWLEDGE **IS BRILLIANT!**
 EVEN IF YOU CAN'T PATENT, TRADEMARK,
 OR COPYRIGHT IT - YOUR BRILLIANCE IS
REMARKABLE, EVEN CRITICAL.



💡 YOUR EXPERTISE MATTERS.
 OTHERS WILL USE IT AS **BUILDING BLOCKS**
 FOR THEIR **FUTURE. GO FORWARD.**
CREATE NEW IDEAS.

💡 LOSING THE BRILLIANCE IN YOUR **BRAIN** IS LIKE A
DOUBLE DEATH. DO NOT TAKE YOUR EXPERTISE,
 YOUR **PASSIONS** - WHAT MAKES YOU TICK - TO THE **GRAVE. SHARE IT NOW.**

💡 **PROTECT** THOSE YOU **LOVE** BY GIVING THEM WHAT THEY
 NEED TO **SUCCEED** WHEN YOU ARE NOT THERE.

💡 IT'S NOT JUST ABOUT MONEY. LIFE IS ALSO
 ABOUT **JOY AND SERVICE** TO OTHERS.
 SHARING YOUR EXPERTISE
 AND MAKING IT IMMORTAL **CREATES ALL THREE.**

WHAT IS YOUR BRILLIANCE?

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What is in the Brilliance Extraction™ Toolkit?

Your Brilliance Extraction™ Toolkit has three tools:

1. A **Brilliance Assessment** with eight questions.

Not to worry; they are quick to answer. Yet, they are sure to provide a lot of insight into

- How future-proof and sustainable your company or organization is now
- How scalable your company is right now?
- How fast your company can grow
- How easy it would be currently to pass on the baton of leadership to the next generation or a new owner

2. Brilliance Extraction™ **Roadmap**

3. **Three essential tips** to get you started fast!

Tool #1: Your Brilliance Assessment

Answer these eight questions:

1. Think of a key person in your company. If he/she were to be absent suddenly (for whatever reason) what would be the impact on your company?

2. What if that person was you?

3. On a scale of 1-10, how big would the impact be of that person's absence? (1=no big deal; 10=devastating)

4. How well is your company's expertise/intellectual capital documented and trainable? Rate on a scale of 1-10 (10=best).

5. What is most urgent to address?

6. What expertise could you extract?

7. Which expertise would you extract first?

8. What benefits could you reap from extracting it?

Tool #2: Brilliance Extraction™ Roadmap

On the next page, you will find the Brilliance Extraction™ roadmap.

Here are a few explanations to go with this map.

First off, before you dive into Brilliance Extraction™, you need to ask:

- Which expertise/brilliance do I want to extract?
- Who is the target audience?
- What is the goal? For example:
 - Protect this knowledge and make it immortal
 - Prevent brain drain
 - Leverage it to scale up your business
 - Delegate more effectively with great results
 - Prepare your business for sale or hand-off to the next generation
 - Create an online course from my expertise
 - Create an online training portal for my company
 - Create an online course for my prospects or customers

Most times, the brilliance you want to extract and systemize falls in one of these three main categories (sometimes it is a blend between them):

1 **Nothing is written down or it is complex & hard to understand for the target audience**



The inventor/visonary is tied up with executing work because others can't do it well enough.

The goal is to bring it online and teach others, e.g., team members, (prospective) customers,

An LMS is advisable.

2 **Not much is written down. The business owner has much of the "Secret Sauce" in his/her head.**



The goals are to be able to delegate more effectively, grow & scale up, and/or capture the businesses' processes to build more value.

The business becomes easier to sell and has a higher sales price.

An LMS might be helpful or required (e.g., if franchising is the goal). In some cases, an LMS could be overkill.

3 **The content exists already in a systematic fashion. It has been delivered in person so far.**



The goal is to bring it online so that audiences can be reached remotely.

An LMS is critical for content delivery.

The content can be designed as a DIY for the recipient or it can paired with interaction via video conferencing to make it more interactive.

**LMS means Learning Management System.*



Discuss what type of content client wants to extract and systemize
Who is the target audience?
What is the goal?



How much of the information exists already in writing or in another format (video, audio)?
How systemized is this information?
Do we need a Learning Management System (LMS)?

1

Nothing is written down or it is complex & hard to understand for the target audience



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Carve Out A Project To Start

It could be an introductory overview of the whole.
Or it could be a piece of the whole (either brings the most value, is the easiest to start with, or ideally, both)



Extract & Systemize Phase 1

Interview the client; transcribe & extract
Work with materials from the client (powerpoints, documents, video, audio)
Simplify; create graphics wherever possible
See what is missing; ask until information is cohesive & sufficiently complete



Build Modules From Extracted Content

Discuss; feedback; questions
Content is put into the LMS
Add "connective pieces" - Structure: Intro, what you will learn, content, what you learned
Add assignments and/or quizzes (if applicable)
Add gamification/certification (if applicable)



Reap ROI

Put LMS into action
Test, tweak, add



Tackle the next phase

Create even more ROI by extracting & systemizing the next phase



Develop a Plan

Evaluate the material
Determine how much time it will take the recipient to learn & process the information
Discuss whether it is purely DIY or partially interactive



Build Modules From Existing Content

Discuss; feedback; questions
Extract undocumented wisdom
Simplify where possible/advisable
Content is put into the LMS
Add "connective pieces" - Structure: Intro, what you will learn, content, what you learned
Add assignments and/or quizzes (if applicable)
Add gamification/certification (if applicable)



Reap ROI

Put LMS into action
Test, tweak, add
Can run LMS with video conferencing - record video session (share with clients as added value)

Tool #3: 3 Essential Tips to Get You Started

Tip 1: Be a Brilliance Extraction™ Detective

Seek naturally occurring opportunities to capture your brilliance.

For example, when you are doing these activities

- Training
- Staff fill-ins
- Hiring efforts

you are already explaining some of your expertise to someone else and/or you are documenting something important (e.g., writing down what is involved in a particular job role).

Make it a rule to always capture any training you or anyone else in your company/organization is doing. Making video or at least audio recordings is so easy now. Label and store these files such that you can easily find them and identify their content. These recordings are a great foundation for creating training systems, now or later.



Tip #2: Take Consistent Steps Forward

This tip is so important!

- Avoid “Perfection paralysis”
- Consistently take a step forward
- KISS = Keep It Smart & Simple



What is Possible For You?

Now that you know more about Brilliance Extraction™ what is possible in your life and your business/organization/family?

Feel free to give me a call or contact me via email:

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Web Resources:

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