



Transcription video presentation: Introduction to Brilliant Business Booster

Welcome, to the introduction of our Brilliant Booster training; to know yourself and to grow your business. My name is Yvette van Dok of the Brilliant Entrepreneur program in the Netherlands and I would like to give you a brief outline of the different components of our programme. So let us get started. Within your file you will find a workbook. Keep this open, make sure that you can make your own notes as an answer to the questions that I will put to you in the course of this video presentation. You can also print it out.

What to learn to become a brilliant entrepreneur?

As an entrepreneur, there are so many things you have to learn about to be successful. Can you just stop the video for 30 seconds and write down in your notebook: 'What are all these different elements that you have to learn about?' I will do it myself too.

Let us have a look at your list. I will show you mine. What I have put on my list is that as an entrepreneur you have to learn about your

- Market
- Clients
- Product
- Finance and bookkeeping
- Providers
- Systems and computers
- Legal aspects
- Taxes
- Communication
- Team management

There are many more things that you have to learn about to become successful as an entrepreneur. And there are a lot of trainings on these different subjects. You can find them on the internet or on your own area.

YOU are the core of your business

But there is one aspect that is so often overlooked, also in the trainings that are offered. And that is that the main, the most important part of your business that is **YOU**.

You as a person, you as a professional, you as an entrepreneur. When we learn about the different aspects that have to do with our business, this means that we also have to learn about ourselves. And that is so often overlooked.

Therefore, in our training, we start to look at ourselves. A helpful model for that is the Johari window.

On top of Johari window is where I am. On the side is where you are. The first square of Johari window is the area of all the things that I know about myself and that you also know about me. That is the **open area**.

Just take time to write down in your notebook all the things, or a number of things, that you know about yourself and that other people also know about you. It is an important area.

The second area in Johari window is the **hidden area**. There are a lot of things that I know about myself, but that you do not know about me. And it is possible that it is not necessary for you to know this about me, or maybe I just unconsciously hide it. But there are also a number of characteristics about myself that I hide intentionally, because I think that if you would know this about me, maybe you would not like me anymore. So this is hidden area.

Another square in the Johari window is the **blind spot**. And there are a lot of things that other people know about you, just by observing you or dealing with you as a person, as a manager, as an entrepreneur or whoever. And that you do not know about yourself. That is your blind spot. And I can assure you, my children have been very helpful to teach me about my blind spot. So maybe you also have people in your surroundings that help you to clarify what is in your blind spot.

The fourth square that is the **secret area**. And there a lot of things still to discover, for you to discover about yourself and for other people to discover about you. There will be a lot that you are able to do, or a lot in yourself as a person and as a professional that you do not know about, that you have not tried before.

Increase the open area

What our invitation in this Brilliant Booster programme is that you make sure that the open area grows. So that your blind spot reduces, that your open in your secret area grows, that you discover a lot of things about yourself and that other people also discover it about you. And that your hidden area also decreases and that there are more things that you show to other people.

Discover your talent!

And the first thing that we would like you to discover about yourself is your talent.

Do you know what your talent is, could you name it, just in one word?

Or in a few words?

If you can, please do it and write it down in your note book immediately.

I know that the majority of the people are not able to answer this question right away.

Which is a shame, because your talent is the optimal capacity that you have to make a success of your business. Not knowing your talent means that the chance that you will use it effectively in your business will also be a lot smaller. Your talent is the source of your **creativity**, the source of your **energy**, it is also the basis of your **self-confidence**.

Your talent gives **focus**, which will make **decision making** much easier because you know immediately this suits my talent and this does not.

If you work based on your talent you are sure that you do the things in **your own way**, that you are really **unique in your market**, that you are **special to your clients** and that is what they love. So, get to know your talent as soon as possible in the first module of our training.

Your dragons

Then, it would be lovely if you would always be a nice, talented person, loved by everybody. But just to be realistic, this is not the case. We also have the other side. That is the side of our dragons. That is this whole package of behaviours, of characteristics, of convictions, that are not so much appreciated by other people and not by ourselves.

And, most importantly, and therefore it is important to know your dragons, they limit you in the use of your talent! We dedicate one module to your dragons. In order to get to know them and to make sure that you can create more space for the growth of your talent.

Your dream

Another component that is important to know about, that is your dream. What drives you? What gives you energy? What do you go for? It can be a very big dream like mine for example. I want everybody, all men and women in the world to be able to work based on his or her talent. And I mean everybody from farmers to managers, to professionals, entrepreneurs to the presidents of our nations. I think they can also use some input on their talents.

So maybe you have a dream as big as mine. I know that I am never going to realize it in my whole life. It does not matter, it gives me energy and it gives me focus. It is a direction to where I want to go. Maybe you have a vision of where you want to be after 5 years. That is also fine. It is important to define it, and describe it, because it is a source of energy and focus for you. We dedicate one module to your dream.

Successful talent-projects

We also know that this dream will not be realized from one day to the other. Therefore it is important to take a stepwise approach. To take one step in the direction of your dream and after that take the next one. In this training we define these steps as talent projects. Because there is a number of ingredients that are part of your talent projects that will help you to make it a successful step, a successful project. That you will realize the objective for this specific step. We will explain this on a specific module on talent projects. Knowing that a stepwise approach will help you to realize your dream or at least, to bring it much closer.

Of course on the way, in the realization of your talent project, there will be a lot of obstacles and difficulties that you meet, so we have added a special modules, a First Aid module, on what to do in case of crisis. It will help you to go on and to achieve your goals.

Your successes: celebration time!

The final module, very important, most often overlooked, we do not take time to celebrate our successes. While this is such an important moment, while evaluating your achievements, to define what the successes are, to celebrate them and to learn of the whole process and to learn of your achievements as an input for the growth of your talent. This is such an important component for

the growth of yourself and your business. That is why we have included this final module on the celebration of your achievements.

Just to summarize

The different modules in our Brilliant Booster training are

- The identification of your talent to start with
- Your dragons
- Your dream, where do you want to go?
- The ingredients for a successful talent project
- What to do at moments of crisis, the First Aid kit for difficulties
- Evaluation and celebration of your successes

So get started, go to the first module on the identification of your talent. I hope that you really get to know yourself and make your business grow in the course of this training.

Thank you very much for your attention. I will meet you in the next module.

Have a nice day!

Yvette van Dok
Brilliant Entrepreneur
info@brilliantentrepreneur.net

