

brilliant entrepreneur



Many entrepreneurs feel that the possibilities for the growth of their business are endless. They have brilliant ideas, a good spirit and a solid professional background. However, in practice it is often a struggle to build a successful company. Why is that? How can you turn the rich opportunities into an attractive product with a solid circle of enthusiastic clients? The answer to this question is very simple: it is YOU. You, as an extremely talented person. And you, as the core of your business. The problem is: most entrepreneurs do not even know what their talent is. Do you?

Learning about talent

Your talent is the best asset that you have for your business. All people in the world have a talent but most people don't know what their talent is. Even great professionals and entrepreneurs are often not familiar with their talent. Why not? The answer is simple: We have not learned to look at ourselves. At school we learn a lot about everything around us (mathematics, geography, languages, etc.). But, we were not taught to investigate the treasures within ourselves. Anyway, not in my case. I took me 42 years to discover my talent....



This is such a missed opportunity! Knowing your talent will make you a better entrepreneur, your life will become easier and you will have more fun. By the way, you will also be a nicer person to other people.

Advantages

This is how it works. Just think of the some of the many advantages of knowing and using your talent:

- It is like cleaning a dirty window: suddenly you understand why you act like you do. It explains what

you are good at and what not. It becomes clear why some of your actions are successful and others not.

- Your talent gives **focus**. Only go for the things that fit your talent. This will make life more **relaxed**.
- Having the focus, **decision-making** becomes much **easier**. It is clear where to allocate your scarce resources, such as time and money.
- Very important: Talent is a strong basis for **self-confidence**. If you know what you are good at, you **dare** to take new steps
- Your talent is a rich source of **creativity** and **innovation**. So for a new product, use your talent!
- Talent makes you **unique**. It will be easier for clients to recognise you among your competitors.
- The professionalism of your **team members** grows revolutionary if they can work based on their talent. Get to know your people. Their talents are the **gemstones** of your company.

Are you convinced? Just read on.....

Definition of talent

Talent is your **optimal capacity** to **realize** something that is **useful for other people**. So let us look at these aspects in more detail.

1. **Your optimal capacity:** Realize that right now, you only use a fraction of your optimal capacity. Investigation about intelligence and the use of our brains shows that in the best case we use 15% to 20 % of our capacity. This means that about 80% to 85% of our potential is not being exploited. You could take this as sad news. I think it is very hopeful. It means there is still a huge potential for growth. You can do so much more than you think you are capable of!

2. The second element is about **realization**, about practicing your talent in daily life, about concrete actions and tangible results. Talent is not limited to a rich fantasy of all the great things that you could do. No, talent is about practice. And believe me, this is not always easy.



3. Your actions and results should be useful **for other people**. So talent is not meant for your own benefits. Talent is very relational; it comes to life when serving other people.

Hidden talent

If I would ask you about the name of your talent would you be able to answer me straight away? Do not worry if you cannot find the answer **yet**. You are not the only one.

So why are most people not familiar with their own talent? There are a number of reasons for this:

- Your talent is so **natural** that you do not recognize it. You think that it is very normal, that all people in the world are able to do what you can. But this is not true. A talent is unique; it is just for you.
- Your talent is **not** always **recognized** and therefore not given the stimulation that it needs for growth. As a baby you were already gifted with a talent, but you were just not able to express it. As a small child, you started expressing your talent. Depending on your parents, your social environment, the conditions in which you grew up, these signals were picked up, or not....



- The spontaneous expressions of your talent were **not** always **appreciated** by parents, friends or teachers. Maybe you had to deal with angry parents, a punishing teacher, friends that stopped playing with you because you acted 'differently'. These experiences may have hurt you. To avoid their disapproval, you started limiting yourself in the expression of your talent. As a reaction to painful experiences you have even developed adapted behaviour that withholds you from exploiting your talent.



This is a loss of potential. What you need is more space for the development of your talent and the courage to use it. As a result, you will become a better professional, a successful entrepreneur.

This applies not only to you, but also to the people in your company. What if all people in your company would work based on their talents? Just imagine the difference!

A name for your talent

The first step of getting there is to know the **name** of your **talent**. That is what we do with children as well: we give them a name, so we can direct ourselves to

them and call them if we need them. The same accounts for your talent: identify your talent and give it a name.

The name of your talent is not about *what* you do. It is not about your profession. Talent is about *how* you do things, in whatever job you would have to function.

For example: A footballer's talent is not limited to playing football. If it were, his talent would stop at the age of 30 along with his football career. His talent is *in the way* he plays football. Is he a playmaker? Does he take the initiative? Is he a team player, or a captain? And that talent can be seen not only on the field, but also in other situations.

As another example, my talent is 'to put people into motion'. Wherever I am, I always want people to move and to take steps in their own development. I did this for farmers in my previous jobs as an agricultural engineer. I do this in my actual job as an independent entrepreneur, project developer and trainer for entrepreneurs. And I will continue to do this with anybody around me until the end of my life.



Be brilliant!

My big dream is that all people in the world are able to work based on their talent. And I mean *all people*; from farmers, confection workers, entrepreneurs, directors up to the presidents of our big nations. I also know that this dream is too big for realization in this life. But that doesn't matter. I am happy with every person that identifies his or her talent and learns to optimize the use of it.

Therefore, go ahead, make sure that you find the name of your talent. Do the exercise for the identification of your talent, apply it in your business, make it grow, and become a Brilliant Entrepreneur!

Have fun, and good luck!

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