

## The linchpin between work and each and every individual is *their* human brilliance | Bruce W. Fritch

*All of us, at our deepest level, need to be recognized and appreciated for who we are. When our capability is valued and aligned with a significant, worthy purpose, we are more likely to give of ourselves, to call on our indomitable human spirit and release our most treasured resource, our human brilliance.*

Human brilliance is the innate capability that each of us considers the essence of ourselves, our value. And it is a generative connection between one human being and another, and another and another ... a team, a group, an organization. When we align with others in a worthy, mutual purpose we feel valued and connected, and we want to strengthen the connection, and when we strengthen the connection we strengthen ourselves and the other person, and others around us.

Human brilliance is a linchpin in business because it is the value that connects each of us to our work and the organization we work for. The organization needs our brilliance and we need that brilliance to be valued. When this connection is understood, accepted and honored, everything else follows — trust, caring, compassion, empathy, listening, respect, and reciprocity. And the level of human brilliance that each of us contributes determines the organization's capacity for brilliance, which determines the level of its performance.

Human brilliance is a resource that comes from our inner-self and manifests in who we are, what we do, how we do it and, most importantly, why we do it. And it is not one thing, like IQ or EQ or musical talent, manual dexterity, athletic ability or interpersonal skills; it is the totality of our gifts, talent and experience. Only we can release our brilliance, no one else can do it. No matter how much we are acknowledged, praised, thanked, promoted, respected and touched, no one can motivate us. Motivation comes from within and it is directly related to how much we feel our brilliance is valued.

Yes, accessing human brilliance is about "respecting people," "putting people first," "building human capital," "creating collaboration," "truly leading humanly," "transforming cultures," "touching lives" and "being conscious leaders," but those are *only* means to an end. In the end, it's a personal choice by each of us to pursue a particular level of purpose and performance. If we are to perform at a high level then we need to believe that our brilliance is valued. If we do, we will share our brilliance and connect it to others and to the organization.

Individual brilliance is the linchpin, the common denominator that connects performance — individually, collectively, organizationally — because performance is directly and inextricably linked to how much we feel our innate brilliance is valued.

*Bruce W. Fritch*

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***"Knowledge does not reside in a book, a databank, a software program; they contain only information. Knowledge is always embodied in a person; carried by a person; created, augmented, or improved by a person; applied by a person; taught and passed on by a person; used or misused by a person."***

— Peter F. Drucker  
*The Post-Capitalistic Society* (1994)

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