The Brilliance Cycle

RADICAL BRILLIANCE

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What is Radical Brilliance®? Why did Albert Einstein discover the general theory of relativity, Steve Jobs reinvent technology, and Emmeline Pankhurst change the way we think of the role of women forever, whereas many other people lead lives of quiet imitation?

Some people think that brilliance is the result of a genetic accident, good education, or just good luck.

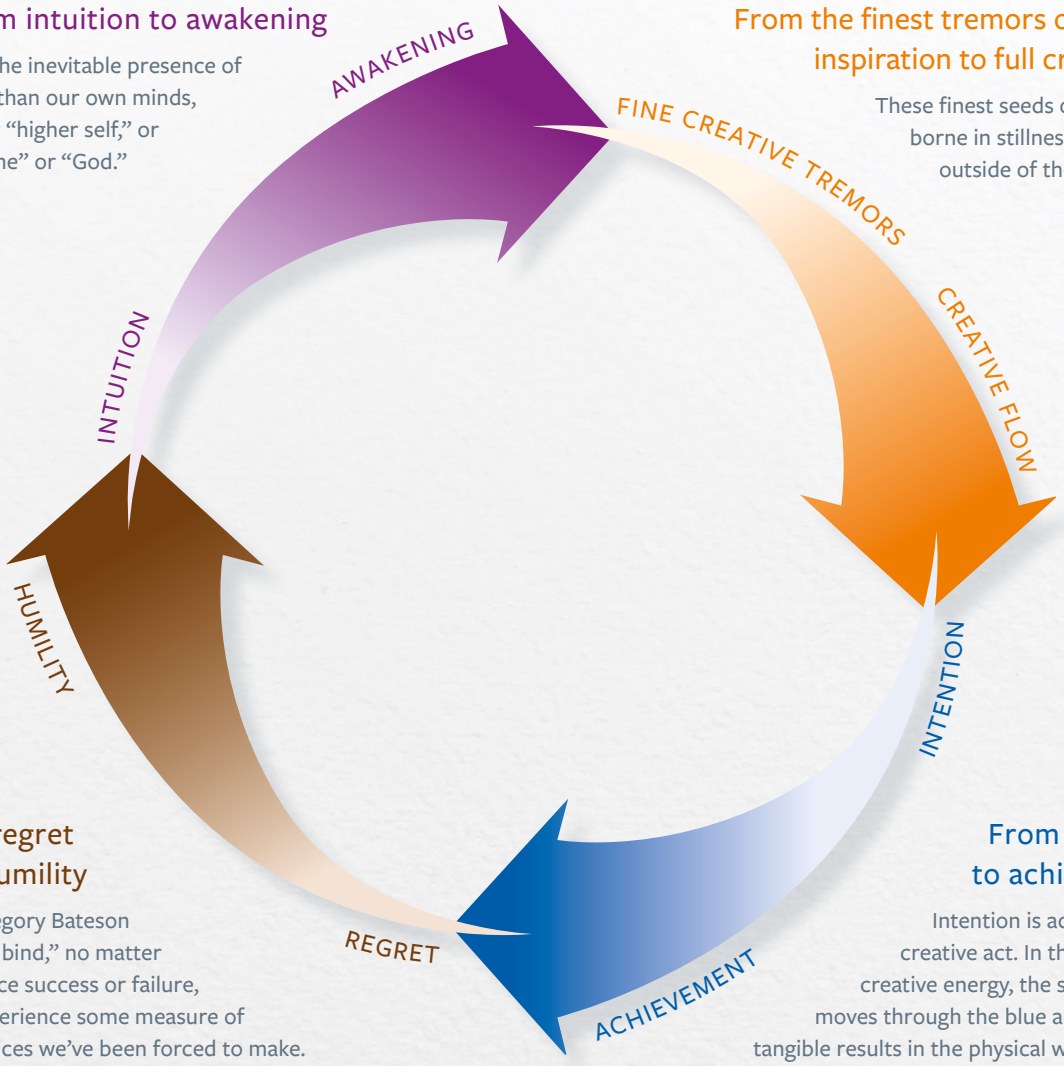
But brilliance happens when four very different kinds of subjective experience, activity, and brain functioning coexist together in a human life. We can think of it something like a clock.

The Brilliance Cycle has resulted from more than 420 interviews with incredibly brilliant people, and it gives us the capacity to reverse engineer the components of brilliance.

The Brilliance Cycle

The four different kinds of activity we described on the previous page work in harmony with each other and form a cycle. As you can see, the seed of each phase begins to sprout in the full expression and flowering of the previous phase.

For example, the seed of intention, which initiates the movement to accomplishment, germinates in the rich soil of creative flow. Here is how the four phases interact with each other.



From intuition to awakening

We recognize the inevitable presence of something bigger than our own minds, as our true nature or "higher self," or as "the divine" or "God."

From the finest tremors of inspiration to full creative flow

These finest seeds of creativity are borne in stillness, silence, and outside of the mind.

From intention to achievement

Intention is actually a kind of creative act. In the full flow of creative energy, the seed of intention moves through the blue arrow to become tangible results in the physical world.

From regret to humility

Because of what Gregory Bateson called "double bind," no matter whether we experience success or failure, we will inevitably experience some measure of regret because of choices we've been forced to make.

Blocks in the Cycle

Everything we've described so far is great in theory but it is just that: only a theory. In the same way, Chinese medicine describes the free flow of "chi" through the meridians but no human being has free and uninterrupted flow.

In fact, an acupuncturist will be able to feel your pulses and detect where there is deficiency and where there is excessive energy. In just the same way, when we apply the Brilliance Cycle to coaching or teaching, or even organizational development, we find that every human being is displaying some form of blockage. Through extensive research our team has been able to identify four kinds of blockage.

Addiction

Wanting to stay in one of these four movements at the expense of the others.

Judgment

Feelings of disdain or disgust at certain parts of the cycle and looking down on people who hang out there.

Aspiration/ Resistance

Seeing a position further along the cycle as highly desirable, almost magical, but out of reach.

Looping

Become a specialist in one small part of the cycle and just repeating the same small set of actions over and over again.

EXAMPLE

Addiction at 12 to 3

This is the fascination with bright, shiny new things. The artist or the inventor who loves the process of initiating but who feels frustrated and depressed at having to follow through and complete. When pronounced enough, this becomes the affliction of ADHD. Addition from 12 to 3 means that we are continuously starting new things but never bringing them to completion.

EXAMPLE

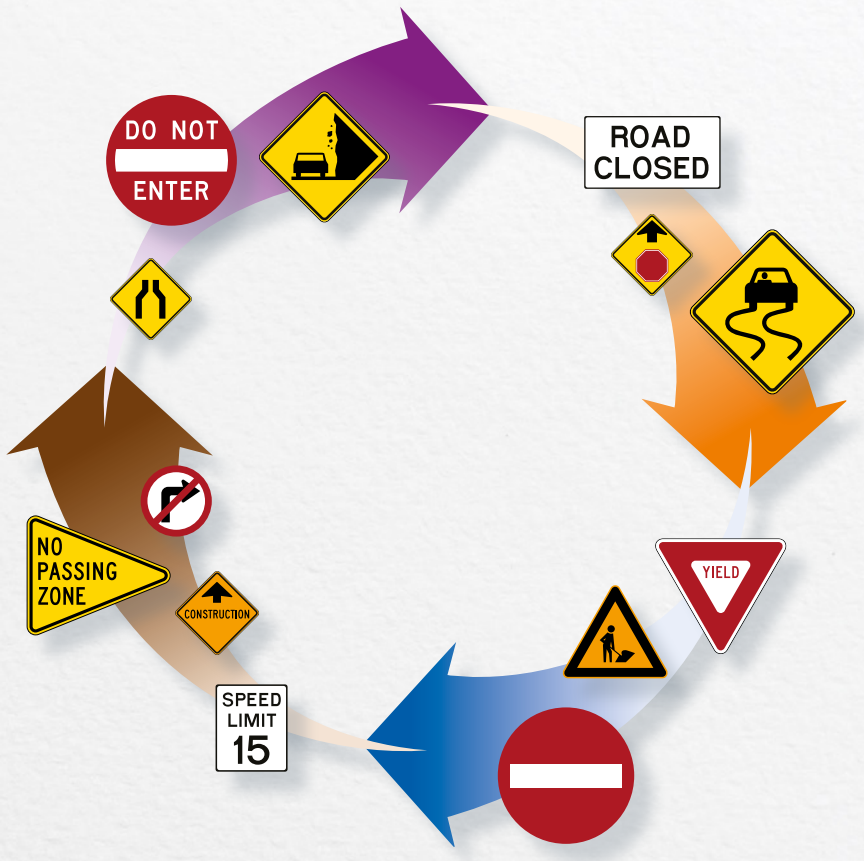
Aspiration/Resistance from 6 to 9

This is the workaholic who looks at others who take vacations or take the weekend off with great admiration and longing. "You're so smart to take care of yourself, I'm also going to take a vacation next month, next year ..." but in fact the vacation never comes. Resting and rejuvenating looks great but is always out of reach.

EXAMPLE

Judgment of 9 to 12

The high achieving Type A businessman who looks at meditation and other kinds of spiritual practice as a waste of time and a distraction from getting things done but who in the process cuts themselves off from a deeper source of energy.



Practice

This is where the Brilliance Cycle becomes indispensably useful in coaching and leadership. It allows us to understand exactly where the cycle is blocked and how to free it up again.

The more we have access to this as a model, the more we can recognize that everyone is inherently brilliant, once we free up blockage. **A highly effective practice in one part of the cycle could be disastrous in the opposite part of the cycle.** Radical Brilliance Coaching and organizational development allows us to find tailor made practices for each individual, which can return us to brilliance.

As we remove blockages and experience the free flow of brilliance in our day, we begin to intuit the possibility of living a brilliant life: of living a life that is predominantly influenced by brilliance.

As that becomes more real and possible, we realize that every choice we make and every aspect of our lifestyle can be in the service of brilliance. The Radical Brilliance vision explores every part of our life in the context of the service of brilliance.

Your brilliant life

Brilliant routine

Brilliant sleep

Brilliant sex

Brilliant vacations

Brilliant diet

Brilliant supplements

Brilliance beyond belief

Prayer devotion surrender

Sitting in meditation

Brilliant friendships

Brilliant role models

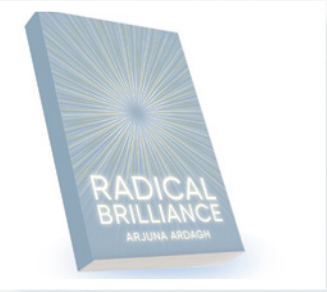
Mentoring and coaching

Marketing and promotion

Dedication and purpose

Are you ready to go deeper?

If what you have read here so far ignites curiosity and passion in you, then let's throw caution to the winds and go deeper together!
Over the next days, you will receive more video and gifts in different media, which will help you explore Radical Brilliance more deeply.



You'll find more information about all of this in **the book "Radical Brilliance"**, which you can buy as a paperback, Kindle edition, or Audible, to listen to when you are out and about or at the gym.

You can join our **global practice community** and get connected with other aspiring brilliant people all over the world.

Come join us for one of our one week **Radical Brilliance Laboratories**, where you can go deep into brilliance practices free from the usual distractions of day to day life with a small group of brilliant people.

Get **brilliant coaching**. If you're ready to go all the way, you can develop a committed relationship with a Radical Brilliance Coach, whether to bring forth brilliance in every area of your life and dissolve blockage, or whether to focus on a specific project and bring it to completion for the benefit of something bigger than yourself.

Dedicate your practice

Whatever your political persuasion, religion or ideology, more or less everyone agrees that we are faced today with multiple crises of unprecedented proportions. For the first time in human history, our future and a sustainable life for future generations is no longer guaranteed. Global warming, environmental degradation, financial inequality, nuclear weapons, terrorism – there seems to be an endless list of unresolved challenges. We have faced many challenges in our history as a species and each and every one has been resolved through someone thinking in new, original, innovative way. What humanity needs today more than ever before is fresh, original, creative thinking that is sourced from something beyond the conditioned mind. Dedicate your life to Radical Brilliance, not just for your own fulfillment, but for the sake of the grandchildren of your grandchildren.

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