S2: E204: AI Makes this ONE Human Skill 10x more Valuable

Hey there and welcome back, or welcome to the Make Your Message a Movement podcast. This is your host, Tiffany Neuman, and I want you to go ahead and imagine yourself walking into a museum, except this particular museum has decided they're going to try something radically different. They've gotten rid of the curators, open up the archives, and put absolutely everything they own on display all at once. All the paintings, sculptures, photographs, the artifacts— everything that has been sitting in storage for the last 100 years is suddenly crammed into one enormous room. Technically, you would have more access than ever before, but it would probably be one of the worst museum experiences of your life.

Now, I love museums. I went to art school. I studied a lot of art history. So in some ways, that sounds pretty epic. But part of what makes a great museum great isn't simply the collection.

It's that someone with knowledge, context, and taste has made decisions about what you should be seeing. Someone saying, this piece belongs here, or these 2 things create an interesting conversation when you put them next to each other, or this artist matters because of what was happening culturally at the time, and maybe even this piece is wonderful, but it doesn't belong in this exhibition. That is curation. And the more I keep thinking about where we're heading with AI information and expertise, the more I truly believe curation is going to become one of the most valuable skills an expert can have moving forward. Because we certainly don't have an information problem anymore.

You can ask AI to give you 50 marketing strategies in seconds. You can search YouTube and find thousands of people teaching you how to grow a business. You can subscribe to newsletters, listen to podcasts, buy courses, read books, and scroll through more advice before lunch than someone 20 years ago might have encountered in a month. It's kind of crazy if you think about it. And yet I don't think most of us are walking around feeling dramatically clearer.

If anything, I think most people, especially the people I've been encountering, are feeling more overwhelmed because having access to all of this doesn't necessarily make it easier to know which answer is right for you. And that is where the role of the expert gets really interesting. I've talked quite a bit on the podcast about the fact that AI is changing and the value of information. And I don't want this to become another episode about how knowledge is abundant because we've already established that. What I want to talk about today is what that actually means for those of us who make a living from our expertise.

You've heard me say it before, I love AI, I use it all the time. I use it to make parts of my business easier and faster, and we've only started to scratch the surface of what it can do. But AI is making generation incredibly easy. If you want 20 book titles, there you go. You want 7 different launch strategies.

If you want 50 ideas for your next lead magnet, all of those are fantastic until you're sitting there looking at 50 perfectly reasonable ideas thinking, which one is actually worth doing? Which one is actually going to work? That's the difference. The value of expertise is beginning to shift from, I know something you don't know, to, I have enough experience to know what matters. Those are very different things because information, of course, shows you what's possible, but experience helps you understand Which possibility makes sense?

And too many people are outsourcing this to AI right now and really hurting their businesses by just trusting a machine that's scraping the internet and giving them all the options and not necessarily knowing which option is the right path to take. So when I think about what a great expert does, there's really 3 things happening. We filter, interpret, and apply. So first we filter, and this is something experts do so naturally that we don't even often realize it's one of our gifts. A client can bring you 10 problems, and because you've seen some version of the situation 50 times, you realize 9 of these problems are symptoms of the same underlying issue.

Someone might bring me 6 different offers and say, I don't know which one to focus on. And I can look at the whole picture and see that 5 of them are actually distracting attention from the one that has the potential to become the centerpiece of the business and bring in the most profit. Or someone shows me 3 different frameworks they've developed over the years, and I'm thinking, okay, that one's useful, but that one That's the book. That's the brand. That's what you should be known for.

And the person who created it often doesn't see it because they've poured work into all of their frameworks. So that's the filtering. It's being able to look at 100 possibilities and recognize the 2 that deserve the most attention. So I want you to think about today how you're doing this in your business and how you can double down on it to to continue to serve your clients and refine your expertise, really codify it, because that's what's going to differentiate you in the upcoming years. Then there's interpretation, because information without context isn't particularly useful.

Take AI itself. One person can look at what's happening and say, Well, nobody's going to need copywriters anymore. But another person can look at the same technology and say, actually, truly great copywriters who understand strategy, psychology, voice, and original thinking are

going to become even more valuable. Same information, different interpretation. And that interpretation comes from experience, perspective, pattern recognition, and everything you've learned from actually being in the work.

It's why 2 people can read the same report or look at the same trend and see something completely different. So your unique interpretation for your clients is super valuable, and you're probably underplaying it or probably not even thinking about it at all. And then we apply it. This is where experts, I believe, become most valuable of all because there's no— I'm sorry, there's so much advice out there that it's objectively good advice and completely wrong for a particular person. So for instance, we've all heard coaches that teach a specific thing and apply it and say it's the best thing since sliced bread.

And it may be for certain people, right? So the person who's like, everybody needs a YouTube channel, maybe. But if you're trying to become a highly sought-after corporate advisor and the people making those decisions are not spending their time on YouTube about your topic, maybe they're watching something completely different about fixing cars. That is not the smartest place to put your energy. Someone else says everyone needs a low-ticket offer.

Again, maybe unless your entire business is intentionally designed around 10 deeply engaged advisory clients each year, then there's no reason to have a low-ticket offer. And AI can give you a beautiful headline, but I can read it and know, while that technically sounds great, nobody in your audience would ever actually say those words. And you're actually hurting your brand more than you're helping it. So this is why the modern expert is becoming part practitioner and part curator. AI can generate the possibilities, but our experience helps determine what belongs in your client's life, in their frameworks, in their business, whatever that means under what you do.

And the more I thought about this curation idea in this episode, the more I realized that curation is actually a huge part of the work I've been doing for years with clients. Because most of the speakers, authors, coaches, consultants, and experts who come to me are definitely not suffering from a lack of ideas. If anything, it's usually the opposite. They've been in their industry for a while, they've created offers, Serve clients, have old programs, have half-developed frameworks, maybe a book they want to write or 3 they've already written, keynotes they've been thinking about, a methodology they use instinctively but haven't named, and probably 17 Google Docs filled with ideas they intend to revisit someday, or Notion tabs or wherever you keep your information. And then they come to me with all of it.

They don't need me to say, good news, I have 15 more ideas for you. They need someone who can look across all of that experience and say, this is the thing. This is the language your people are going to understand. This is the idea they're going to remember. This offer deserves to be central.

This one probably doesn't need to exist anymore. And you have 3 frameworks But only one needs a body of work built around it. After doing this work as long as I have, there's patterns I recognize very quickly. I can hear someone describe what they do 5 different ways and know which phrase is going to resonate. And I can look at an offer that isn't selling and see the offer itself may be excellent, but the way they've positioned it makes it sound like everyone else in the market.

One of my favorite things is when I'm talking with a client and they casually say something in passing, and I'm like, wait, wait, wait, go back. What did you just say? Because so often they've said the entire thing, or they've said the thing that's going to change everything, and they just skimmed right past it and didn't realize it. This happens because the deeper we get into our expertise, The more normal our own brilliance starts to feel for us.

Because you've been making that connection maybe for 15 years. So of course it seems obvious to you. You solved the problem so many times. You assume everyone can see it, but they can't. Sometimes my job is to simply hold up the mirror to something that's been sitting in someone's business for years and saying, Do you realize how valuable this is?

And one of the biggest misconceptions I think people have made about hiring strategists and experts— the best strategist or expert doesn't always give you a new idea. Sometimes the greatest value is knowing which of your ideas deserves to become the idea. A great example of this is my client Dawn. Dawn is a speaker and an incredibly successful real estate agent and coach. And when we first worked together, the expertise was already there.

I wasn't teaching her how to be good at real estate. She had already done that part. But what we could do was step back from the day-to-day work and ask a bigger question. What does Dawn actually believe about building a successful career in the industry? What has she learned through her own experience and other agents need to understand?

And what is the larger idea here that she could become known for beyond simply being very good at selling real estate? That work, when we worked together, eventually became Freedom to Flourish in Real Estate, her signature framework and methodology. And what I love about it is it gave language and structure to something that was already true about Dawn and the way she

worked. Suddenly it wasn't Dawn is a successful agent. There was a philosophy and a methodology.

It was something that was teachable and memorable and attached to her expertise. And today she is now one of the top agents in her area. She's become a top real estate coach, and she speaks and teaches on these ideas all around the country. And no, I don't specialize in real estate branding. That isn't the point.

The point is that Dawn is a speaker and expert for whose professional experience became the raw material for a larger authority platform. The expertise was there, so we helped curate it, name it, and give other people a way to recognize it.

Now, another example I love is my client Destiny. Her last name is Bounds. So Destiny is an attorney by trade. She left a few years ago a big, like, establishment. I forget what that's called in the attorney world, I guess.

I don't know. Anyways, but she wanted to become an entrepreneur, start her own foundation, start her own life as a speaker. And when she came to us, she was ready to expand beyond the identity she had already established in the law. She wanted to move intentionally into the small business coaching space as well to help entrepreneurs build wealth while still helping them with their legal. And this is something I see a lot with established experts.

When you've spent years becoming known for something, you don't necessarily want to burn it down and start over just because you've evolved, nor should you. Because you've spent so much time and effort into it. So the question becomes, how do we create a bigger container that makes the evolution feel natural? So with Destiny, we looked at the experience she already had, the credibility she had already earned, and where she wanted to go next. And we developed her signature framework, Bound for Wealth.

That gave her something bigger to build around. Rather than her website just saying, I'm a lawyer and I also coach people, which can feel disconnected, there was a clear idea and authority platform tying this next evolution together. We built the brand and website around that positioning, and the site went on to win Best Website Award in her field, which was really exciting. And Destiny was later recognized as Top Entrepreneur of the Year. Obviously those awards are wonderful, but the part I find the most interesting is what happened underneath that.

Her brand had room for the person she was becoming. She was able to evolve into that speaker and coach, which goes right back to what we talked a few episodes ago— building your brand not only for who you are today, but where you are actually Going. This brings me to something I think a lot of established experts need to hear right now. Intellectual property is having a moment. Everyone wants a signature framework, and they should.

Everyone wants to name their method, and you know I love it. It's literally one of the central pillars of my Unmistakable Authority Method and what we do here at Your Legacy Brand. But the answer isn't always to create more of it. Sometimes you need to curate what you already have. Maybe you have 6 frameworks sitting in your business.

You probably don't need number 7. Maybe one of those 6 deserves to become your signature framework. Maybe it's the keynote or the book, and maybe it becomes the central methodology that sits underneath all of your offers. Maybe you don't have a signature framework yet, so I would say you need to work on that. Maybe one idea you've casually been mentioning for years is actually the idea people should associate with your name.

That's why I'm constantly looking for what I call the golden thread in my client's work. What keeps showing up across all of the work? What belief connects the things that seem unrelated? What is the larger transformation? Authority doesn't come from showing the market everything you know.

They don't care most of the time how you do the work or what certifications you have. So going back to our museum, imagine if the curator said, people need to understand how impressive our collection is, so let's just put another 10,000 things on the wall. That certainly does not make that exhibition better. Sometimes the power comes from what you choose not to display. There's also something else I want to point out here.

When I say experts need to become curators, I don't mean we should all become people who simply collect and repost everyone else's thinking. A great curator has a point of view. They aren't randomly choosing 5 paintings. There's a reason those 5 pieces are together. There's a story being told through the selection.

And the same is true with thought leadership. Your body of work may be influenced by psychology or design or business or neuroscience, technology, and 20 completely unrelated things that you've experienced over your career. I mean, The truth is, you've probably heard, nothing is entirely new in this day and age, right? We are all repurposing things on some level,

but it's the way you uniquely bring all of those things together that makes the difference. Your judgment is part of your intellectual property.

What you notice, what you ignore, what you connect. The things you believe are overhyped, the things everything else or everybody else dismisses, your taste, your lived experience, that is what people are paying you for if you are an expert. So as we wrap up today, here is what I want you to pay attention to this week. Rather than immediately asking yourself, what should I create next? Because as entrepreneurs, we're creators and we always want to keep creating, I want you to start noticing the places where your own discernment shows up.

Where do people bring you 10 options and immediately see the one that matters? Where are you constantly telling clients that they can ignore things? What accepted wisdom in your industry do you find yourself disagreeing with? What do you know from experience that sounds completely different from standard advice? What connections do you naturally make that other people tend to miss?

And especially pay attention to those moments when someone says, I never would have thought about it that way, because those little moments may actually contain some of your most valuable intellectual property. We tend to think IP has to be an acronym or a 5-step framework with a trademark symbol next to it, and often it does. But sometimes your IP is your way of seeing. For a long time, I think we associated being an expert with being a library. You had accumulated more knowledge than everyone else.

You read everything, you knew the answer. But now we're all walking around with something pretty close to the world's largest library sitting in our pockets.

So our role is changing. You don't have to be the library. You are the person who can walk into that library with someone and say, start here, ignore those books, this one's important, read chapter 7, right? And that requires you and your humanity. And as we're moving into this world, when there's more information, answers, possibilities, You don't need to worry about competing with that, or it's going to take over your expertise.

What I think you need to do today is to become increasingly clear about what you see that matters, what you're choosing, what you're connecting, how you interpret differently. The authorities we trust are going to be the people who know what belongs in the exhibition. And if you're listening to this as a speaker, author, coach, consultant, founder, or expert and thinking, yes, Tiffany, I hear you, I have all this experience, but I don't really know which pieces should become my positioning, my framework, my keynote, my book, or the bigger body of work I

want to be known for. Or I have a lot of those things, but I don't know how to bring it together cohesively. Or Create a golden thread to move into my next chapter.

It's a big part of what we're exploring inside the next Authority Positioning workshop, because there's a very good chance that you don't need to become any more brilliant than you already are. You don't need more ideas. You may simply need to step back far enough to see the pattern in the brilliance you already have.

Sometimes the masterpiece is already sitting in the collection. It just hasn't made it onto the wall yet. I hope you enjoyed this episode. As always, have a beautiful rest of your week. I'll see you next week.

And if you get a chance, I'd love for you to leave me a review on the podcast. That helps it get into the ears of other thought leaders who need to hear this message now and who want to make their message a movement. Much love.