

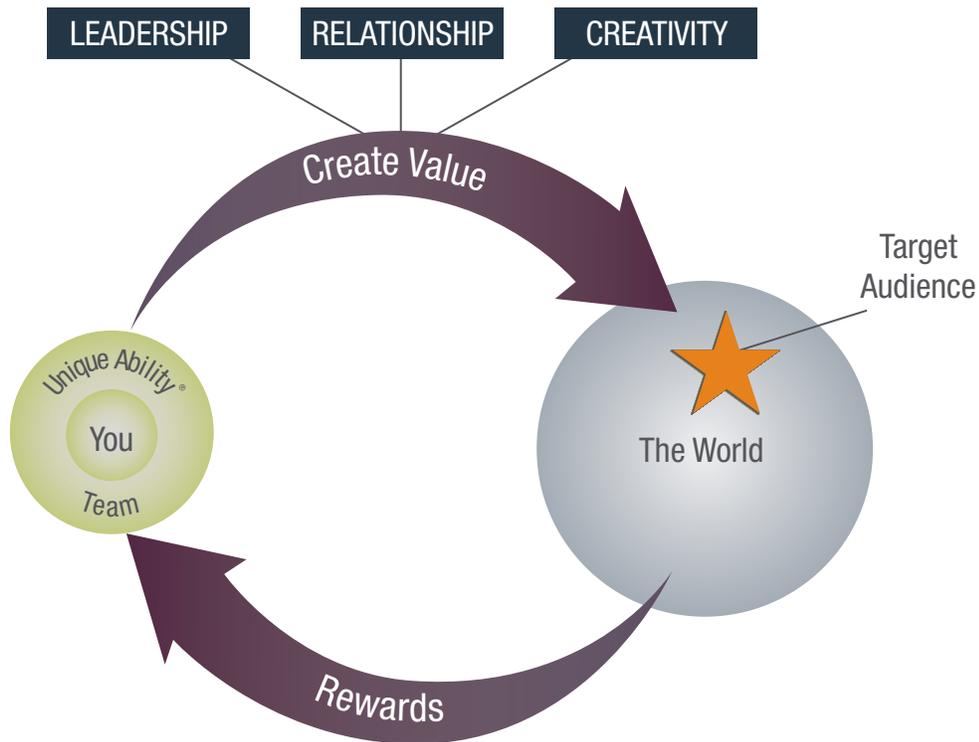


CREATING VALUE:

Leadership, Relationship, And Creativity

After this session, book a free **Discovery Call** with one of our Membership Advisors. Don't miss your opportunity to have what could be a breakthrough conversation about the future you visualize for yourself and your business! Visit strategiccoach.com or call 1.800.387.3206.

THE FUNDAMENTAL RELATIONSHIP



Use your Unique Ability® to create value.

The Fundamental Relationship describes how you use your Unique Ability to create value for others in the world and get rewarded for it. Developing and evolving this essential relationship is the key to entrepreneurial happiness and success. As an entrepreneur, you face the marketplace directly, depending initially only on your Unique Ability, with no guarantee of security, opportunity, or reward. You create value for a specific target audience by providing leadership, relationship, and creativity to eliminate their biggest dangers, capture their opportunities, and maximize their strengths. As you create greater value, the marketplace pays you back by giving you a series of ever-increasing rewards.

It all starts with you.

This process always starts with you creating value before expecting anything in return. Gain a clear understanding of your target audience's dangers, opportunities, and strengths to ensure that you're creating value where and how it's needed most. Then package your wisdom and value creation into a Unique Process™ and build a Unique Ability® Team around you to increase your contribution and impact. Finding target audiences that will use, appreciate, enhance, reward, and refer your Unique Ability is essential to your success. By constantly developing and improving this unique relationship you have with others in the world, you'll achieve maximum satisfaction and create the greatest possible value in every situation.

CREATING VALUE

Creating Value

In the world today, there is an enormous focus on “creating value.” Everybody’s talking about it, but how many people know what the system of thinking, communication, and action is that actually creates value in every situation? The answer is: only those few people who understand what their Unique Ability® is, and then know how to translate their Unique Ability into products, services, and experiences that are valuable to others.

Unique Ability®

Everything starts with your Unique Ability activities—those activities that you love to do, for which you have superior skill, that give you energy, and at which you can always improve. Using your Unique Ability is the only way to systematically and consistently create value. And it’s only by developing and deepening your Unique Ability that you’ll experience true freedom from an increasingly commoditized marketplace.

Leadership – Providing Direction

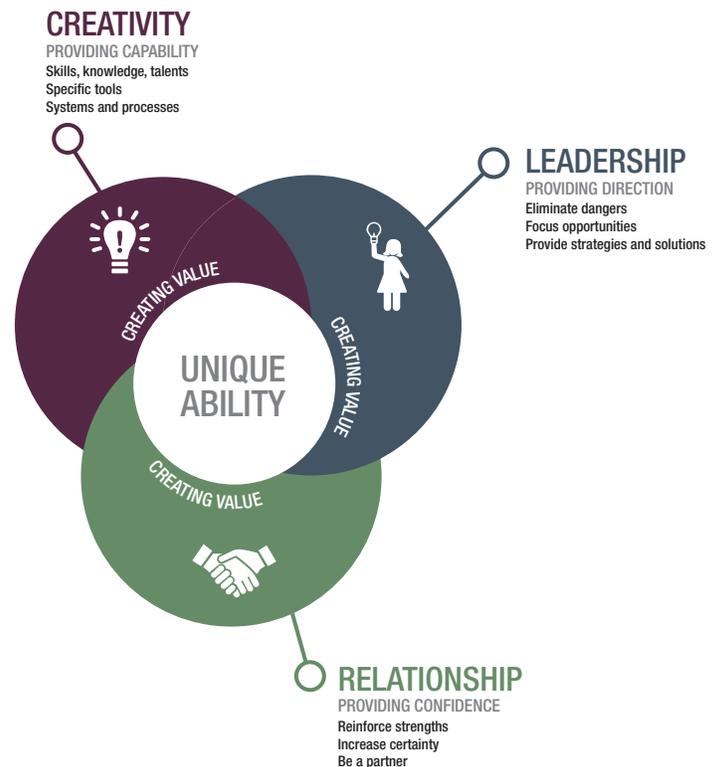
People today are faced with an enormous number of options and choices that can quickly become overwhelming. We have an overabundance of data and information, and often little wisdom to know how to deal with it all. People are hungry for direction that will give them the confidence about what to do next. We all appreciate it when others simplify issues we find complex, help us focus in situations we find overwhelming, and clarify what we find confusing. Leadership is a talent that’s urgently needed in a world of complexity and abundance.

Relationship – Providing Confidence

It’s very easy to focus on another person’s weaknesses and position our strengths as the solution. The problem with this approach is that people won’t take action until they’re feeling confident, and diminishing their confidence actually impedes their ability to make a decision. The best way to foster confidence in others is to identify and reinforce their strengths, capabilities, successes, and resources. They can then be open to how your talents can leverage theirs.

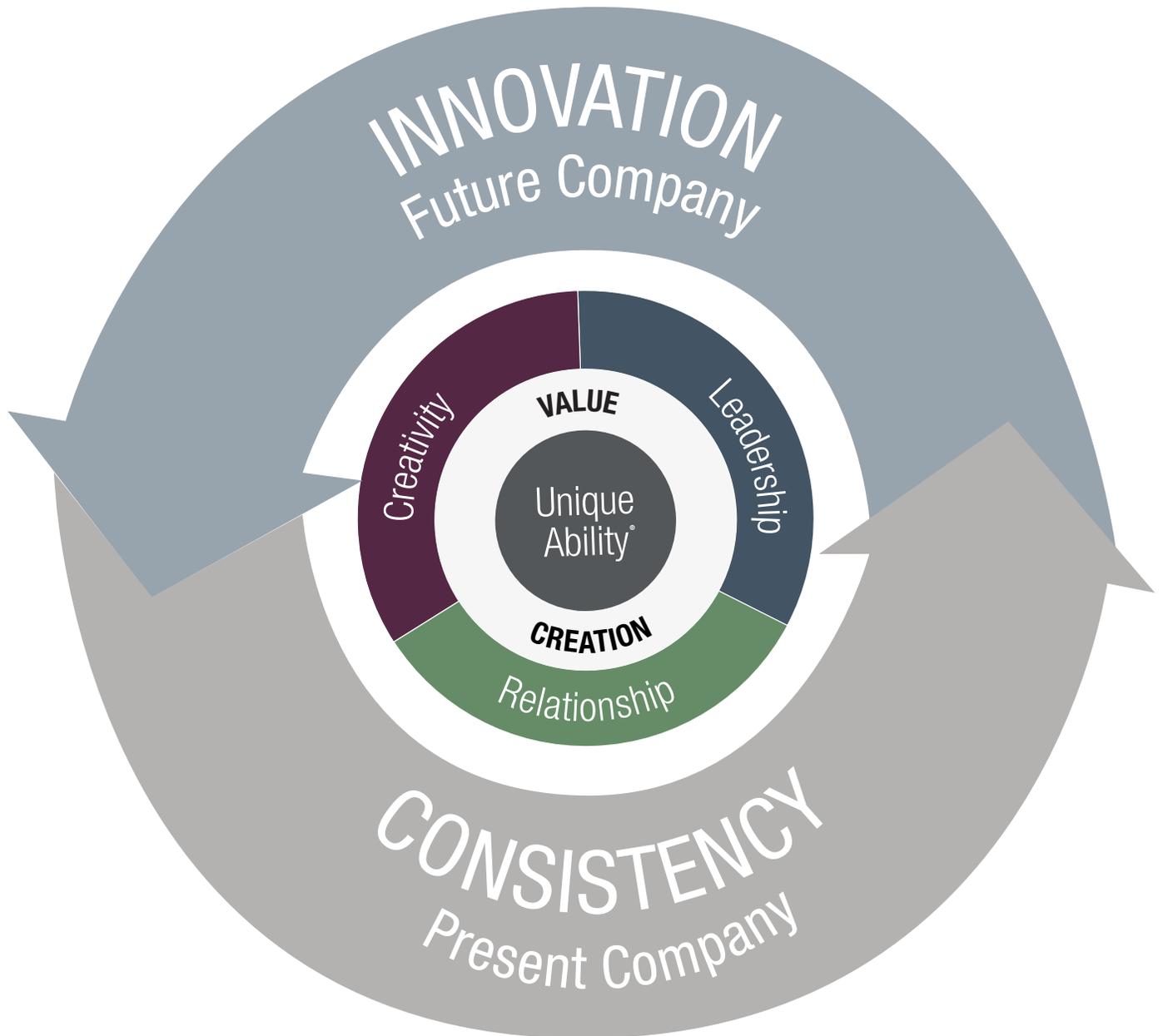
Creativity – Providing Capability

Your talents, skills, knowledge, experience, and wisdom are the capabilities that you use to create value for others. Your clients and customers want your creativity applied to their situations. As you become more aware of your specific talents and skills, and appreciate how they’re different from those of others, you start to package your wisdom into processes, tools, systems, and structures that specifically address the needs of your prospects, clients, and customers.



CONSISTENCY VS. INNOVATION

One of the big challenges in any growing company is to maintain an appropriate balance between innovation and consistency. Innovation is vital because it creates the Future Company, and consistency is essential to maintain and protect the value, and cash flow, of the Present Company. Both the Future and the Present Company benefit from increased innovation and consistency. It all starts with value creation, at the heart of which is your company's Unique Ability®. Creating value using your Unique Ability to provide leadership, relationship, and creativity to your clientele drives both innovation and consistency.



VALUE CREATION FOCUSER

GUIDE

HOW DOES YOUR COMPANY CREATE VALUE? WHAT IS THE DIFFERENCE IT MAKES?

We provide a coaching environment that encourages & supports 10x growth, solutions to maximize clients' personal productivity, a process for identifying & articulating their Unique Ability, defense against commoditization by packaging their Unique Process, & a unique approach to building & supporting a Self-Managing Company

FOCUS ON CONSISTENCY

What three areas of your business would most benefit from having more consistency?	Why?
1 Online presence: websites, blog, social media	Treated like individual entities, we don't have an integrated, unified approach
2 Marketing & messaging	We have the opportunity to integrate & connect campaigns
3 Office & meeting space	All of our meeting space is accessed through the Back Stage

FOCUS ON INNOVATION

What three areas of your business would most benefit from having more innovation?	Why?
1 Referral programs & incentives	Don't feel confident w/ current process – no breakthrough in results over the past 3 years
2 Sales presentations	Opportunity to reach more prospects – need to cultivate more presenters & easy-to-use content
3 Creation of new support programs & resources	Opportunity to increase revenue – not keeping up w/ client requests

THREE BIGGEST ACTIONS

1 Put new content up on the site more often, drawn from social media	2 Feature the blog on the home page, not just as a button	3 Create an incentive program for new presenters
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VALUE CREATION FOCUSER

HOW DOES YOUR COMPANY CREATE VALUE? WHAT IS THE DIFFERENCE IT MAKES?

FOCUS ON CONSISTENCY

What three areas of your business would most benefit from having more consistency?	Why?
1	
2	
3	

FOCUS ON INNOVATION

What three areas of your business would most benefit from having more innovation?	Why?
1	
2	
3	

THREE BIGGEST ACTIONS

1	2	3
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THE STRATEGY CIRCLE® SNAPSHOT

GUIDE

THE STRATEGY CIRCLE SNAPSHOT				Name: (Your name)	Date: (Today's date)
GOAL			RESULT		
To create & deliver an extremely useful, engaging, & appealing new website			<ul style="list-style-type: none"> • Represents our brand • Positions us as leaders in the industry – lots of value • Generates leads (trackable) • Testimonials/stories • Easily maintained & updated 		
TODAY'S DATE	(today)	TARGET DATE	(9 months)		
OBSTACLES			STRATEGIES		
Don't have tech resources in-house – haven't allocated in this year's budget				Outsource – ask network for referrals	
Lots of ideas – no game plan/strategy				Survey clients, have stakeholders do Impact Filters	
Who's going to manage project, content development, & maintenance?				Look at current project load, determine if this is in-house or a new role	

THE STRATEGY CIRCLE®

The Strategy Circle is a problem-solving and planning tool for producing dramatic results. When presented with a goal, the brain naturally responds with obstacles that oppose this vision. The Strategy Circle makes use of this information to create the strategies necessary to achieve the goal. Complete The Strategy Circle in order, as indicated by the letters A to G.

1 GOAL

What do you want to have happen? Set a goal that clearly identifies your target. Be sure the goal is specific, measurable, and achievable.

2 TODAY'S DATE

Write down the starting date for this project to use as a reference.

3 TARGET DATE

Determine a realistic end date. Remember that there are no unrealistic goals, only unrealistic deadlines.

4 RESULT

Describe the result of achieving your goal in as much detail as possible. What does it look and feel like? What are the benefits of accomplishing this goal? Be specific: The more specific your result, the clearer your obstacles. Creating a clear picture in your mind is a great motivator and will help you engage with your vision.

5 OBSTACLES

Looking at the result, list all of the obstacles in your way. Obstacles can be a lack of time, money, knowledge, support, or resources. They can also be emotional; for example, fear or anger. It's natural to want to ignore or avoid any negativity regarding your goals. However, the obstacles actually provide key information necessary to complete the project successfully. List all of the obstacles before moving on to the strategies.

6 STRATEGIES

Look at the obstacles one at a time and transform them into strategies. Determine an action or solution for each. Remember to use other resources, people, technology, and expertise to help accomplish your goals.

