STEP 1 - BRAIN DRAIN

Write down all your inputs then go through a keep, kill, combine exercise to consolidate your inputs.

STEP 2 - CAPABILITIES

Brainstorm your capabilities below then decide which 3-5 capabilities you have to be great at to succeed. Then fill them in the top row of the table in Step 3.

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STEP 3 - PUT IT ALL TOGETHER

Fill in the first column with your 5-10 valuable resources and the top row with your capabilities. Then determine which capabilities each valuable resource contributes to and place in X in the appropriate boxes.

Valuable Resources					

STEP 4 - WHAT SEPARATES YOU

In your clients' eyes what separes you from everyone else? Remember from your clients' point of view it must be:
1. Valuables 2. Rare 3. You have a historic Headstart 4. Can't be something someone can buy 5. It has to bring you joy

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STEP 5 - CLARITY

Use the table from Step 3 and results from Step 4 to determine your sole Core Competency. You do this better than anyone else.

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