

## What makes you Unique?

Step back and consider all of the things that you bring to the table. In other words, what are you promoting about yourself? These are the areas you are covering to promote yourself. How would you describe yourself in terms of the following categories? Write your thoughts down.

- Talk about the scars which led you to where you are now. The challenges, obstacles, hurdles you have surpassed.
- Your area of expertise.
- Your Insight, Pulse and Opinions on your Industry. (*What are the current trends?*)
- Your knowledge about the products and services given what you deliver.
- Your CAN-DO nature resolving issues, being the GO-TO person in the office who knows how to *get things done*.
- Your experience navigating “the system” (knowing how things get done to deliver what you provide for people).
- Your Leadership Legacy (Leading your clients, being a Mentor, Project Manager, Team Lead, Assistant to Team lead, Supervisor, Take Charge history, temporary replacement for manager) .
- Your Lessons learned / Hands-on Experience.
- Your personality which others gravitate to, creating collaboration.

Stop here for a second and put yourself in the shoes of someone who is asking you the straight-forward question: “What makes you unique?” Assume you are asked this question wherever you go, because that’s what others are thinking when they invest in working with you. Consider it taped to their forehead, because that is what they are thinking.

Consider industry insights you have foraged over the years given your experience. Where do you rank on the wisdom scale in your field? Don’t fall into the trap of self-sabotage thinking, “Well I really don’t have any insights.” If you have simply picked up a newspaper and read a column about how business moves in your industry that counts! If you are a twitter junkie and are following superstars in your field of work, you have insight there too. If you have made your own conclusions about

trends in your industry, you are an expert. Write down what wisdom you have gained in your field. It doesn't matter where you drew your conclusions from. What matters is that you have an *opinion* on it and can engage in a meaningful conversation.

1. Which category of expertise do you fall into: Deep Dive or Wide Across? And do you want to remain in this category? Explain.
2. What insights/conclusions have you drawn from your industry?
3. What challenges/benefits have you experienced from your functional area of expertise?
4. When have you demonstrated leadership qualities? Remember, officially or unofficially! This is where you have stepped up when no one else had and the project would have failed if not for you.
5. What mentoring/supervising/management shoes have you worn? Unofficially is totally fine.
6. What are your specialty and technical skills?

