

Who are your clients? How do you serve them?

Getting clear on who your clients are and why they need you is essential as their service provider. Use this exercise to obtain that clarity, so you can serve in a bigger way, recognizing your VALUE further.

- What are their challenges?
- What problem do I solve for them?
- What do they need and how do I provide it?
- Why have you been the best resource to deliver to them?
- Why are you their go-to person? What patterns keep coming up where your advice is sought consistently?
- Why am I the best to address those problems?

Expand on your purpose as their leader by honing in on where you add value. The responses are what you talk about amongst your clients, patients, team, peers, management who will support you. But mostly it's to focus on exactly how you see yourself as a key player. Once you wrap your head around this, you have synched up your internal thoughts with your external behavior. In other words, your mind and body are now on the same page.

You may almost feel like exhaling when you finish this step. 😊

Note: If you are on your way out of your current organization or job(s) and you don't feel like you belong there for much longer, then answer these questions with another opportunity in mind. In other words, visualize working in a role that is a perfect fit for you all around, doing what you are an expert at, where you are able to deliver what you love and are an expert at. That is, where you are creating VALUE, because that's what fuels your spirit.

INTRAPRENEUR: Where do you fit the need, solve a problem, and add value in the following areas of an organization?

- More Income (Profitability, Sales, Product Management)
- Reduced Time and Effort (Tech, People, Policies)
- Collaboration (established Transparency, open communication channels, bridging, broken down silos)
- Saved Money (Budgeting, Expense, Collect Cash etc.)
- Protection from Auditors / Regulators (Compliance, Audit Paper trails, Data stores, Reports)
- Extended the brand (Marketing)
- Why does the company need you?
- How do you / can you make a difference given your skills and experience?
- How do you contribute to the bigger picture at the company?
- Place your values at the heart of what you do there. What are your Top 3?
- Go back to the worksheet on Clarity and Purpose and why others need your expert skillsets.

ENTREPRENEUR: Where have you solved a problem, fit the need, added value for your clients? What pain points do you address as their trusted advisor?

The Top 10 Motivators which make people buy:

- Make money*
- Save money*
- Save time*
- Avoid effort*
- Get more comfort
- Achieve greater cleanliness
- Attain fuller health
- Escape physical pain

- Gain praise
- Be popular