

## 7 steps to...

# Articulating your best “you”

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- 1. Brainstorm your life’s “high points”.** Think of all the significant events in your life where you were at your best and naturally achieving without effort – you were “in your flow”
- 2. Pick three.** Select the three events that matter most to you. Tell the story of each to a trusted Colleague, friend or coach. Between the two of you:
- 3. Identify your “Skill strengths”.** List the skills you were using. These are actions, “doing” words or behaviours, things you learned since you were born.
- 4. Pick out your “Trait strengths”.** List the personal qualities you were demonstrating when at your best. These are “being” words, typically innate qualities you came into the world with.
- 5. Then identify out the “Critical Outcomes” that you generated** – for yourself and others, whether deliberately or not. This might reveal positive outcomes you hadn’t noticed or appreciated before.
- 6. Identify the themes that emerge** – and they will. Select the repeating core group of Skills, Traits and Outcomes that you believe are most key to your success when you are at your best.
- 7. Develop a pithy identity statement** that incorporates these key words and reflects *what you do* when you are *at your best*, *how* you do it, and *why*. When it feels right, it’ll pack a punch!

## Where to use...

In interviews, or as a basis for your “elevator speech”, or when networking. Good luck and enjoy!

w i s d o m   a t   w o r k

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