

STANDOUT

YOUR STANDOUT RESULTS

ALEJANDRO PEREZ



CREATOR



EQUALIZER

THE **GREATEST VALUE**
YOU BRING TO THE TEAM:

Knowing just which dial must be adjusted to
maximize performance.

ALEJANDRO PEREZ

YOUR COMPLETE ROLE RANKING

1		CREATOR	You make sense of the world, pulling it apart, seeing a better configuration, and creating it.
2		EQUALIZER	You are a level-headed person whose power comes from keeping the world in balance, ethically and practically.
3		INFLUENCER	You engage people directly and convince them to act. Your power is your persuasion.
4		ADVISOR	You are a practical, concrete thinker who is at your most powerful when reacting to and solving other people's problems.
5		CONNECTOR	You are a catalyst. Your power lies in your craving to put two things together to make something bigger than it is now.
6		PROVIDER	You sense other people's feelings and you feel compelled to recognize these feelings, give them a voice and act on them.
7		TEACHER	You are thrilled by the potential you see in each person. Your power comes from learning how to unleash it.
8		PIONEER	You see the world as a friendly place where, around every corner, good things will happen. Your distinctive power starts with your optimism in the face of uncertainty.
9		STIMULATOR	You are the host of other people's emotions. You feel responsible for them, for turning them around, for elevating them.



The **StandOut assessment** helps you accelerate your performance by pinpointing your comparative advantage, and showing you actions you can take to capitalize on this advantage.

FIND YOUR **EDGE**. WIN AT WORK.

OVERVIEW: The assessment measures how well you match 9 Roles and reveals your lead Role and secondary Role. These top two Roles are the focal point of all your talents and skills and your instinctive way of making a difference in the world.

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1) Your Lead and Secondary Roles:

In addition to receiving detailed definitions of each Role and where you are at your most powerful, you will learn how to make an immediate impact in the workplace. You'll also get guidance on how to take your performance to the next level and on what traps to watch out for on your strengths journey.

2) Combined Roles:

In this section of the report, your top two Roles are combined to give you even more specific advice on how you can win at work. You'll learn your greatest value to your team and get individualized content on how you can be successful as a Leader, as a Manager, in Client Service, and in Sales.

3) Strengths MAP:

The Strengths MAP is an action planning form to help you digest your results and determine key action items to leverage your competitive edge.

How to Interpret your Results:

Understanding your unique advantage is a vital first step in making your greatest possible contribution. Knowing your Roles and following the advice and suggestions revealed in your results will help you intentionally invest your time where you can make the greatest difference and get the greatest recognition. We do recommend highlighting any sections that feel particularly relevant to you as you read your results, as this will help you complete your Strengths MAP.

CREATOR

ROLE 1



THE DEFINITION:

You begin by asking, "What do I understand?" You aren't immune to the feelings and perspectives of others, but your starting point is your own insight, your own understanding. You see the world as a series of collisions between competing parts, pieces, and agendas; and you are compelled to figure it all out. For you there's nothing quite as thrilling as finding a pattern beneath life's complexities, a core concept that can explain why things play out the way they do, or better yet, predict how things are going to play out. You are a thoughtful person, someone who needs time alone to mull and muse--without this alone time, events pile up on you haphazardly, and your confusion starts to overwhelm you. So you look forward to time by yourself--early in the morning, late at night, long walks--and you use this time to get clear. You are a creative person. What

form this creativity takes will depend on your other traits and talents, but whether you write, paint, sing, complete projects, or make presentations, you are drawn toward making things. Each thing you make is a tangible sign that you have made some sense of the world, that you have organized the chaos in some useful way. You look at what you've made, you take pleasure in what you now understand, and then you move on to the next creation.

“What do I understand?”

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YOU, AT YOUR MOST POWERFUL



Your power comes from making sense of things.



When you look at the world, you can't help but see beneath the surface, to the patterns underneath. You are intrigued by patterns. Patterns help you explain (to yourself, as much as to anyone else) what is going on.



Because you need explanations, you like concepts. Concepts are the best explanation of the most events. Your world is full of concepts that you've derived from your observations of the world.



You take great pride in your ideas. You are protective of them. They are the best expression of you.



Your world is thrown off when you don't understand what is going on. When presented with an unfamiliar situation, you need time. Time to process, to observe, to ask your questions, to think things through. "Don't ask me to make snap judgments," you protest. "Let me gather my thoughts."



You don't like surprises. You don't like making things up as you go along. When you make things--and you do like to make things--you do it only after you've had time to percolate and process.



You certainly are creative, but you don't

conjure things out of thin air. You break things down into their component elements and this enables you to reconfigure them in new and different ways. Thus you are always watching and observing so that you can identify these elements.



You aren't bothered by ambiguity, by gaps in the "data." Instead, you instinctively create theories out of the facts you do have at your disposal and then you allow your theory to "fill in the gaps" in the facts. Your thinking is inferential, rather than deductive.



You are prone to flashes of insight into a better way of doing things, or presenting things. Reflecting back, it's hard for you to explain quite where these flashes came from, but once you've seen them, you cannot get them out of your mind. The need to make them real propels you forward. (Once you've seen this flash, you will need a partner to help you "work backward" to the step-by-step sequence required to make the "flash" real.)



You are relentless. Though, at the outset you will not be rushed, as you think on it and think on it, the patterns emerge, these patterns create theories, the theories spark new insights, and all of a sudden you are being borne along by these pictures in your mind. You take a while to get going, but once you are off and running, you are hard to stop.

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PHRASES TO
DESCRIBE YOURSELF

"I've been told I'm a very creative person, always looking for better ways of doing things."



"I love theories, concepts. People often come to me when they want someone to explain why things are playing out the way they are."



"I ask 'why?' a lot. I guess it can get annoying sometimes, but I can't help it. I'm the kind of person who hates assumptions. I need to get to the bottom of why things are the way they are."



"I'm at my best when I'm analyzing what happened and why it happened."



"I read a lot. Both fiction and non-fiction. Why? Because I like it. And because it keeps my mind full of ideas."



"Someone once told me that creativity comes only to the prepared mind, so I read, study, and ask questions to make sure that my mind is 'prepared.'"



"I don't like rushing into things. I'm not a 'ready, aim, fire' person. I'm more a 'study, ready, aim, fire, study again' person."

HOW TO MAKE AN
IMMEDIATE IMPACT

It is going to take you a little time to make your full impact felt. Before you feel confident taking action you need to understand the forces at play, and how these forces combine to create patterns. This kind of "pattern-recognition" takes time. You need this time. **Be patient.**



You can't force "pattern-recognition" but you can accelerate it. So, no matter what your other job responsibilities, **discipline yourself to uncover the patterns.** Which data will you look to to reveal what's really going on? Which outcomes keep repeating? If you see range in performance between one person and another, or one team and another, can you spot the "prime-mover" that is causing this range? Investigate these tell-tale signs to reveal the patterns.



When you feel ready, pick an area where you have confidence that you've decoded the patterns that matter, and then **use your understanding of these patterns to present to your colleagues a better way of doing things.** What you're doing here is trying to make your understandings useful as quickly as possible. There's pressure in this, of course--will you be able to refine your thinking so that it is clear and people can act on it?--but you're the kind of person who will feel this as positive pressure, even fun pressure. Your ideas won't necessarily be accepted right away, but your reputation for thoughtfulness will have begun.



If your idea is initially rejected, find another place or situation where your first key concept can also be applied. **What's powerful about an understanding is that it is transferable from situation to situation.**

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✓ As any Creator must, you must take responsibility to **figure out what your raw material is**. A Creator has to work with something, get good at working with something. So what is your "something?" Is it words, or data, or deals, or is it something tangible--food, color, metals, or music?

✓ **Do you know whether, within your chosen field, you are a novelty-loving Creator or a depth-loving Creator?** Neither is "better," but you will undoubtedly find yourself pulled more toward one than the other. If "novelty," then you will want to cultivate the reputation for learning agility--"Throw me in and I'll spot the patterns quickly." If "depth," then take it upon yourself to show off your expertise in your subject--learn the jargon; retrieve the latest writings/research/works, and resist the intriguing temptations of other subjects.

✓ **Always produce.** Of course you feel driven to produce, to create something, but your production, your output, is also the raw material for future creations. Your output will show you (and others) what sense you've made, the patterns you've discovered and rearranged, and when you (and others) see this output, it will jolt your thinking, and give you impetus for new patterns, new arrangements. A Creator must always externalize--"put out there"--the patterns he sees.

✓ **Get to know your audience.** Who are you producing for, and have you set up your world so that you are constantly hearing their unadulterated response to your output? "Response" doesn't necessarily mean "praise"--though it might. It means simply their "reaction." Their reaction will be grist for your creative mill. "Which bit exactly are they

reacting to?" you will ask yourself. You won't always agree with, or even credit, their reaction, but it will nonetheless give you meaty raw material to work with.

✓ **Read.** Stay current on new trends, research or practices within your chosen "something." You've got to know who the latest Creators are and what new sense they are making of the world.



HOW TO TAKE YOUR PERFORMANCE TO THE NEXT LEVEL

✓ **Take time to muse.** You need time alone to let your mind live with the things you've seen, and what you've experienced, so it can settle into some sort of shape. This thinking time is vital to your well-being--without it, you feel confused and on edge. It is also vital to your performance--it is the ground from which will spring new insights and discoveries. Take it very seriously. You need it. Others don't, and they won't quite understand why you do. So build it into your schedule and stick to it religiously. It doesn't have to be so frequent that it interferes with your daily work. It just has to be predictable--you are comforted knowing that thinking time is coming.

✓ As a Creator you will have to **figure out how to "own" your creations**. At one extreme, this might mean working only in fields where you are allowed to own the intellectual property you create, such as journalism or entertainment. Or you might work for a large organization only if

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they allow you to write papers under your name, or file for patents under your name. If neither of these is a possibility for you, still you will need to figure out a way to "sign" your work.

✓ **Create a forum for safe experimentation**, a place where you can share new, as-yet-fragile patterns of understanding. It could be a cross-industry group of like-minded thinkers. It could be an informal "skunkworks" within your own organization. Wherever it is, it should be made up of people who question you and challenge you, with no agenda other than helping you to strengthen (or break) the sense you've made. This group will become your testing ground.

✓ **Stick your neck out.** What is your highest-leverage "creation," the one with the greatest exposure, risk, and yet also the greatest potential upside? In other words, what is your home run?

✓ **Seek out the "enemy camp."** Deliberately forge a relationship with people who see things very differently from you. They may discredit the sense you make. They may even disparage your work. And you may still disagree with them. But, by exposing yourself to them, you will prevent yourself from becoming complacent.

✓ When you find yourself in the "enemy camp," **look for evidence that contradicts what you've come to believe.** Faced with this, you will either become more articulate in explaining your point of view, or you will discredit the contradictory evidence, or you will expand your view to incorporate this evidence. Each of these is, in its own way, a positive outcome.



WHAT TO WATCH OUT FOR

✓ While you are studying your world and figuring out the patterns, you still have to be doing. The world will not wait for you to figure it all out. Nor will your colleagues. Nor will your customers. So, **whatever patterns you're looking for, you're going to have to figure them out in the world, as you're doing.**

✓ Others can become discouraged or disillusioned by ideas that don't quite work. It will be up to you to **show them that the experiment itself will have value, regardless of the outcome.** Before you present your idea, discipline yourself to describe in detail what could be learned even from the worst-case scenario outcome.

✓ **Don't ever gain the reputation for being the chief "defender of the idea."** The "defender of the idea" is the person from whom one always gets the same answer, the person whose creative back is up against the wall, the person who has closed her mind to new information. You do not want to be this person. You want to be seen as a person who, despite your strongly held views and insights, is always open to new data, new evidence, new patterns of understanding.

✓ You want to be seen as open to new ideas. Having said this, remember **"open," in this instance, means "inquisitive."** It does not mean "immediately accepting of." The balance you have to strike is between, at one extreme, opinionatedness and, at the other, wishy-washy theorizing--we tend to avoid the former, and

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we're suspicious of the latter. The perfect middle ground is to be seen as inquisitive.

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ROLE 2



THE DEFINITION:

You begin by asking, "What is the right thing to do?" You are sensitive to how everything in the world is interdependent, how movement in one part of the world causes everything else to move as well. Alive to this interconnectedness, you feel compelled to keep everything aligned. This need for alignment might be organizational--you sense when your world is disorganized and you get a kick out of restoring everything back to its rightful place. Or it might be ethical--you are acutely aware of who is responsible for what, and you are quick to take action if someone doesn't live up to her responsibilities. You have no problem calling her out if she hasn't followed through, and you are just as willing to call yourself out when you drop the ball. You see the commitments we make to one another as threads that connect us and allow us to share in each other's success. It

pains you when you see these threads break, and so you are their passionate protector. At your best, you are our conscience, helping us realize how much we owe one another and how much we rely on one another. You hold us together.

“

What is the right thing to do?"

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YOU, AT YOUR MOST POWERFUL



You are a level-headed person. The world is best for you when it is in balance.



Yours is a moral world made up of mutual obligations. You are driven to keep the balance in this moral world. You are unnerved when your world tips too far in any one direction.



What tips your world out of balance?



When people don't tell the truth--you hate lying, or even half-truths. Politics and finessing are anathema to you--you feel strengthened by the truth and you tell the truth. Sometimes quite bluntly.



When there is ambiguity and uncertainty, you try to redress the balance by finding out more facts. Facts are solid.



When people do not follow through on their commitments, it bugs the heck out of you. You will push them, or yourself, to do whatever it takes to ensure that the commitment is met. If it isn't, then the only way to pull the world back into balance is to make amends in some way.



Yours is a moral world, and so when someone is wronged, it offends you when that wrong is not righted. You are a passionate defender of people's rights, including your own.



Where you see huge disparities of reward and/or praise, because you have a strong sense of the innate worth of each person, it offends you

that someone is raised up significantly higher than another. No matter how talented this person may be, it just doesn't seem right to you.



You are a categorical person. Black and white. True or false. "Don't give me pretty pictures and grand claims," you think to yourself. "Just tell me if you did it or you didn't."



You are predictable and consistent. At least you strive to be. This is why people come to trust you.



People come to you when they want clarity and opinion. You "weigh" things in your mind and get a strong sense of "what is the right thing to do" in almost any situation.



You think in terms of "who has the 'right' to do this?" Rights and responsibilities are your guides. It offends you when you think that someone has overstepped his bounds and done something he has no right to do. You will fight for redress.

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PHRASES TO
DESCRIBE YOURSELF

"I am a highly responsible person."



"People always know where they stand with me, even if sometimes they don't like where they stand."



"I am the kind of person who takes a stand for causes I believe deeply to be right, even if it puts me in the minority. For example, there was this time when..."



"I'm at my best when I'm persuading people to see what is right, and do what is right--even if they are tempted to do something else."



"I hate unfinished work. It just eats at me. I can't stop thinking about it."



"I'm totally transparent. What you see with me is what you get. I am not good at all with hidden agendas--whether my own, or other people's."



"Sometimes I can be a little blunt with people, but I hope they come to see me as someone whom they can always trust to speak truthfully."

HOW TO MAKE AN
IMMEDIATE IMPACT

People like certainty. **Follow-through is the surest way to give them this certainty.** No matter how tempting it might be to look around the corner to the next opportunity, begin by being conservative about what you are prepared to commit to and then make sure you do what you say you are going to do, on time, on budget, no surprises. This will establish your reputation.



Claim your love of bringing order to things. So many people shy away from disorder, it will be a relief for your colleagues to learn that someone on the team likes confronting disorder.



Speak your values. This doesn't mean you should tell everyone how honest you are--counterintuitively, the more you profess your honesty, the less people believe it to be true. It means you should be explicit about what you believe and what you value. Of course, your behavior is going to prove it out, but your beliefs are so much a part of who you are that talking about them will sound authentic.



You are a truth-teller. So one of the first ways you'll make an impact is by **calling out what you see as inappropriate, ineffective or even unethical behavior.** The good news is that soon people will come to realize that you don't merely parrot the party line, and, over time, they will trust what they hear from you. The downside, of course, is that some people will not like what you have to say, and some will feel judged by you. So, especially at the start, find a way to speak your truth without offending the person on the receiving end. Call out the behavior you disagree with, rather than the person, as in "It's hard to have this meeting if you keep showing up late," as opposed to "You don't care about this team, do you?"

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✓ You have an instinctive sense of "fairness," even on those occasions when your sense of "fairness" leads you to conclude that you don't deserve something you've been given. **This sort of objectivity, even when it leads to your disadvantage, is rare.** There will be opportunities to showcase it. Seek them out.

✓ **Help your colleagues find the right method for getting complex tasks done.** Some people get overwhelmed and can't think their way forward. You can show them how to break the tasks down and move ahead, step by step. Your methodical approach to work creates calm and reassurance in others.

✓ **Set up the right circumstances so that people around you can be accountable.** This means, before the project starts, or at the beginning of every week, be the one who pushes for clear goals and expectations for each team member.

✓ **Define your area of responsibility clearly.** You always function best when the boundaries of your role and the roles of others are crystal clear. If necessary, write down these boundaries and make them explicit for you and your colleagues. You'll like this certainty, and whether they realize it or not, those around you will benefit from it.



HOW TO TAKE YOUR
PERFORMANCE TO THE
NEXT LEVEL

✓ **Seek out situations in which you can stand up for the rights of others.** You are in your zone when you do this. No matter what your talents may be in other aspects of your work, when it comes to explaining what people truly deserve, you will instinctively find the words and the arguments to make their case persuasively.

✓ **Establish your precedents.** When has this situation happened before? What were the outcomes? Who were the aggrieved parties? People will always look to you for a fair hearing, and your rationales will be better and clearer if you can point to previous experiences and situations.

✓ **Be thorough.** As your career progresses people will place more and more weight on your judgments. So always have at your disposal all the facts and, if possible, the data behind these facts. You need, and they need, to have confidence in your judgments. Lacking the facts and the data, you run the risk of being seen as merely judgmental.

✓ **Seek out situations in which people need objective mediation.** Quite soon people will realize that you are a person who uses objective judgments, rather than your own personal goals or preferences, to determine right from wrong. The trusted advisor, the objective leader, the balanced analyst--these are all rare and valued roles you are very well-equipped to play.

✓ **Develop your skills as a mediator.** You have natural talent in this area, but to become a master at it will take time, practice, and, more than likely, education. There are professional mediation qualifications you can acquire, skills

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that will help you know how to move others off the rock of their opinion and find a place of common ground. Armed with these skills, you will find yourself better able to navigate through even the most "dug-in" positions.

WHAT TO WATCH
OUT FOR**When you say you want people to be treated "fairly," what exactly do you mean?**

We, your colleagues, need to know. Do you mean that everyone should be treated exactly the same? Or do you mean that each person should be treated as they deserve to be treated, bearing in mind who they are, and what they have accomplished for the organization? Clearly, these are very different definitions of "fairness." Which is yours?

**Be sure to apply your methodical approach to your own physical space.**

You tend to think best when you have some order around you. Take this seriously. You will have better ideas, and be more productive and resilient, when you sense that your world, and the stuff in your world, is in its rightful place.

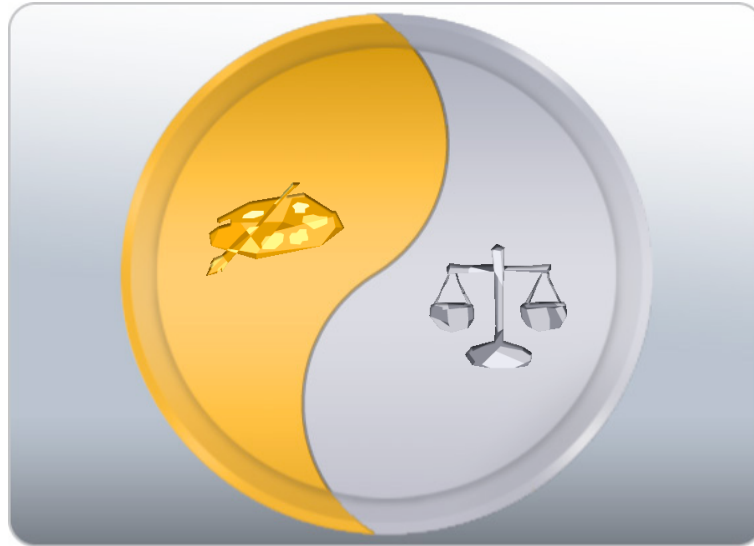
**Keep your focus on performance.**

Occasionally, your sense of fairness might lead you to overemphasize how someone gets work done, and ignore what he or she gets done.



Make a list of the rules of fairness by which you can live. These rules might be based upon certain values that you have, or upon certain policies that you consider "non-negotiables" within your organization.

Counterintuitively, the clearer you are about these rules, the more comfortable you will be with granting exceptions within these boundaries. If these rules or values are not explicit, people are left having to infer the "grid" you are using to make your judgments. This can make you appear arbitrary in your judgments--even if you aren't.



YOUR COMPARATIVE ADVANTAGE:

YOU ARE A CATALYST FOR POSITIVE, WELL-ORGANIZED CHANGE.

You never settle for the status quo. Instead you see the opportunity for innovation in the processes that others have long taken for granted. You respect what's already operating, but you can't help but want to improve upon it. Your special combination provides innovation tempered with profound logic. You have incredible discernment. Should your efforts fail, you are unhesitating in accepting responsibility. You don't wallow in self-pity, but rather, you see these missed attempts as critical steps on the path to success.



THE GREATEST VALUE YOU BRING TO THE TEAM:

KNOWING JUST WHICH
DIAL MUST BE
ADJUSTED TO MAXIMIZE
PERFORMANCE.



YOUR IDEAL CAREER

You think like an engineer: conceptual yet rigorous, insightful yet disciplined. Naturally you will make an excellent engineer of any variety. But you will also excel in any role that requires this kind of well-ordered thoughtfulness. For example, in media, you will make an excellent reporter because you'll not only get to the heart of the story, you will also be diligent about doing the research and getting the facts right. In medicine, you will be more intrigued by the data and the research than the patients themselves. In business consulting, you will excel at poring over and finding patterns within the client's performance data. Wherever you are, we trust that your ideas are founded on careful observation and precise measurement. Your credibility is your core.



**YOUR CREDIBILITY IS
YOUR CORE.**



HOW TO WIN AS A LEADER

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Your strength is your ability to think things through. As our leader, you give us confidence because we see your mind working. We know you will make a new sense of things.

Your strength is the structure you bring us. We need a foundation, a grid, a framework within which to create. We turn to you for guidance.

- ✓ You excel at keeping it simple. No need for complex graphs or excessive business terminology. When you set a goal, make it clear to all of us why it's important and what role we have in achieving it. Then, keep that goal in front of us and link everything back to it. Show us how it all ties together.
- ✓ Demonstrate your passion for the client's experience. Show us how simple and easy it can be to make a client feel special. We will share these stories with our colleagues. It makes us proud to align with a leader who cuts through the complexity and reveals how simple it can be to do the right thing.
- ✓ You have incredible ideas. Share your vision with us. What are you creating next? What's so exciting about it? Why should we go along?
- ✓ We trust you to do the right thing. You are so transparent about this value that it gives us confidence that we're aligned behind an ethical and forthright individual. You do what you say you are going to do when you say you are going to do it. We love this about you. Protect this reputation above all else.
- ✓ Pay attention to the team's energy. If you can't get a sense for it, find a trusted partner to help you gauge it. Sometimes you miss important clues about how we feel because you're so focused on direction or process. Create a team member panel to allow direct interaction with a group of front-liners. This is a great opportunity for us to share what it really feels like here. Be sure to keep it casual and we'll open right up.



HOW TO WIN AS A MANAGER

CREATOR: :EQUALIZER

Your strength is the time you give me.
To listen. To consider. To understand
before reaching your conclusions.

Your strength is the certainty you give
me. I always know what to expect from
you, and so my relationship with you is
predictable and therefore secure.

- ✓ Seek out spontaneous opportunities to explain to us how our actions and efforts are making a difference for our clients. Keep tying what we do back to the "why" of our work. We, your employees, will not go down the street to another company for dollars if we know that what we do here really matters.
- ✓ When issues arise, take the time to consider all perspectives and investigate what's been done to address the problem to date. I'll appreciate that, when something goes wrong, you don't jump right into fixing but acknowledge and salvage my efforts.
- ✓ Be crystal clear and consistent with your expectations. Check that we understand by asking us to repeat back what we've heard. With this clarity in place, when we're off track, we can self-correct before a curative conversation ever needs to occur. No performance correction should ever come as a surprise.
- ✓ Re-visit SMART plans every 3 months without fail. The clarity and certainty this provides me as your employee keeps me focused and engaged. It also speaks to your dedication to my development and success at the company--and therefore increases my loyalty.
- ✓ I can count on you. If you make a decision or a promise to me, I know that you'll see it through. Keep the same integrity around your meetings and 1:1s. The more I see that these are meaningful to you, and not simply an activity that you tolerate, the more present and accountable I will be.



HOW TO WIN IN CLIENT SERVICE

CREATOR: :EQUALIZER

Your strength is that you take the time to discover the root cause of my need. You don't just provide me with the pat answer.

Your strength is your sense of fairness. I can rely on you to do what is right.

✓ I appreciate your calmness. No matter how upset I might be, you manage to keep your cool. On the other hand, a sense of urgency at times would be welcome. Although I'm sure you're working on it, check in with me with status updates to reassure me that you're still "on my case."

✓ You are skilled at asking relevant questions. Hone this, as it shows me that you're truly curious and interested in unpacking my problem. I won't get the sense that you're following some set of rules. Instead you'll make me feel that my situation is exceptional.

✓ You bring a thoughtfulness to your service. I don't mean you're caring, though you may be. I mean that I can see your mental wheels turning. When you're ready, let me in on your thinking. Tell what conclusion you've arrived at.

✓ You do what you say you are going to do when you say you are going to do it. I value this immensely. I may not always get the answer that I'm hoping for, but at least I'm not wasting my time waiting.

✓ I trust you. You tell me the good news. You tell me the bad news. You don't put a positive spin on a negative reality. You just tell it like it is. At times, I'd appreciate a little more empathy, but I'll always take the truth over sugar-coating.



HOW TO WIN IN SALES

CREATOR: :EQUALIZER

Your strength is your sophistication.

You will win sales through your deliberate timing. You know how to listen and fully understand before jumping in with your point of view.

Your strength is your responsibility.

Keep doing exactly what you say you are going to do, and soon you will have established the kind of trusting relationships that your competitors will find hard to break.

✓ I, your potential client, love your poise and style. Because you are thoughtful and open-minded, I feel free to discuss my situation with you quite openly. Start these discussions with me and always allow me to say my piece. I will reach my own conclusions. You will be my guide.

✓ At some point, I will need you to make a strong recommendation. Your need to consider all contingencies and possibilities may at times hold you back from pursuing a path with conviction. Push through the "what ifs" and the "what abouts." You've thought it through, now go all in to turn your vision into reality.

✓ You crave time out to think. Honor this need and set time in your schedule to muse about the day. From these musings will come ideas and alternatives that neither I nor your competitors will have considered.

✓ Take the lead in structuring the proposal. You attend to the details that matter. I will notice this careful planning, and will want to return to it when I am thinking about a future purchase.

✓ In all aspects of work, your standards of equity and justice guide the way you do business. Your principled approach builds credibility as we, your clients, come to rely on your integrity.

**STRENGTHS MAP:**

(1) WHAT ARE TWO SITUATIONS IN WHICH YOU FEEL AT YOUR MOST POWERFUL?

(2) WHICH "PHRASES TO DESCRIBE YOURSELF" RESONATED WITH YOU MOST?

(3) WHAT TWO ACTIONS CAN YOU TAKE EACH WEEK TO GET YOUR CREATIVE JUICES FLOWING? (READ A NEW JOURNAL, ATTEND AN EVENT, MEET NEW PEOPLE)

(4) WHAT DAILY PRACTICE CAN YOU ADOPT THAT GIVES YOU THE "DOWNTIME" YOU NEED TO REGENERATE?

(5) WHAT CURRENT TEAM PROJECTS CAN YOU BRING MORE CLARITY AND ACCOUNTABILITY TO?

(6) WHAT CLASSES CAN YOU TAKE TO BUILD ADDITIONAL SKILLS AROUND YOUR NATURAL TALENT TO CREATE ORDER OUT OF CHAOS? (PROJECT MANAGEMENT, EXCEL. ETC.)