



I to the 4th Power

Session 2

Homework:

- Impact Bullseye
- Task Inventory
- Develop your Impact Statement

On-going:

- Continue to use Social Style

Impact Bullseye

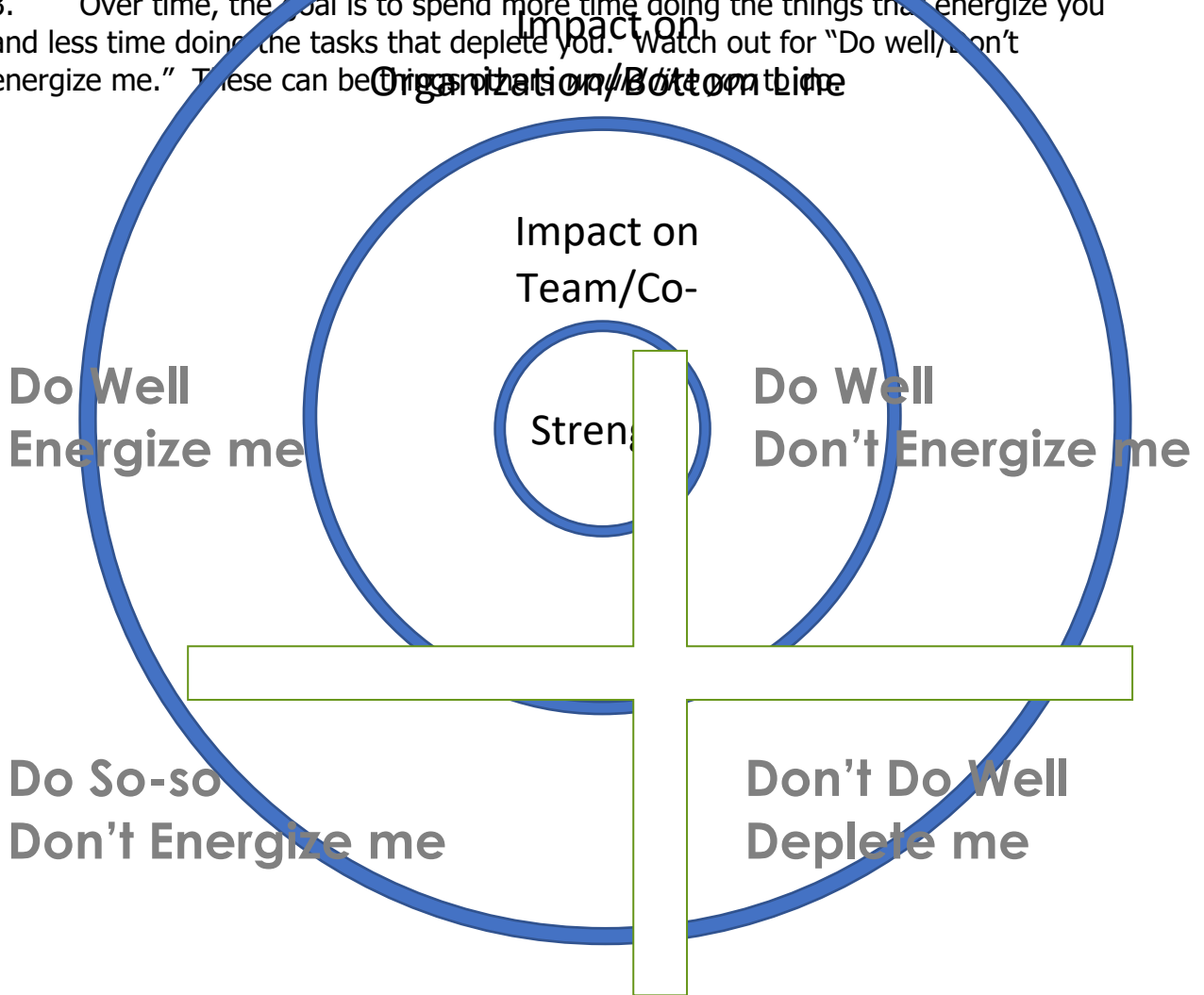
To further understand how you lean into your strengths, understand the impact of those strengths on co-workers/team and on the organization.

1. Select a strength and put it in the center
2. Consider how that strength supports your close team and co-workers.
3. Directly or via your work with your team (and beyond), how does that strength contribute to the larger organization, even the bottom line?

Task Inventory

To further understand how your strengths relate to the tasks that energize you:

1. List all the tasks you do in a week.
2. Place them into one of the quadrants below.
3. Over time, the goal is to spend more time doing the things that energize you and less time doing the tasks that deplete you. Watch out for "Do well, don't energize me." These can be Organization/Bottom Line



The Impact Statement

The Impact Statement asks YOU to think in a critical way about what you can do for someone. It makes you an active, rather than passive, participant in the process. You are no longer waiting for someone to notice you. You are out there, making yourself known and getting into conversation with potential employers.

Step 1:

Taking your job target, ask yourself, *What is the impact I want to have? What is the contribution I would make in that job?* The answer here is not, "I want to learn and grow." Here it is all about the employer. What's In It For Them? What can you do for this employer, or in this job, that will help their bottom line?

To help uncover this, here are some questions to ponder:

- Given your experience, interests, passions and knowledge, what do you believe this industry or company is faced with? What solutions do they need?
- If you were the president of this company, what outcome would you be looking for from the function you want to be in?
- If it's a related industry, what do you already know about it that you could help them with? If it's a different function at your company, what is it you know you could do?
- How would this help the company achieve its results?

Companies want and need to make money. You may want job fulfillment, but they will listen to you when you understand and speak their language. So, talk to them about What's In It For Them. And, don't underestimate the little things. You don't need to have a breakthrough, Facebook-style discovery to make a meaningful contribution. In a frenetic environment, having an unflappable demeanor can offer a tremendous contribution. In a company with a seasonal product, having a thirst for trends can be fundamental.

Step 2:

In step two, choose one experience, one strength, and one interest or passion that will support the impact claim you are making. Then put those in a sentence, before the impact you want to have. Here are a few examples:

"As a former corporate executive who works coaching executives, I am now looking to help organizations improve their bottom line by retaining and developing more employees."

"As a cosmetics marketer with large organization experience, I am now looking to work for a fragrance supplier that wants to increase its share with these large cosmetics customers."

“As a former pro-football player with a well-developed fan base, I am now looking for investors to open a football-themed celebrity restaurant.”

Step 3:

Focusing on these two or three key features of your background, expand them into short, easy-to-get stories. These stories will become the supporting evidence of your impact statement. For example:

“During the 2005-2006 season, I was the highest scoring quarterback in the NFL, and I had a Facebook fan base of over 2.5million, fifth highest of any NFL player.”

“In the four years I have worked with high-achieving executives, I have identified several of the critical factors that influence their happiness and engagement at work, as well as the key factors that make them leave a job.”

The result of the one-liner from Steps 1 & 2, and the supporting detail from Step 3, is a coherent 2-3 paragraph statement about who you are and what you can do. This is what employers love. What’s more, by knowing the solutions you want to bring, you are implicitly telling them that you understand their business challenges.