

ZONE OF BRILLIANCE FINDER

As you navigate your work life, knowing who you are, what you offer, and why it matters are your roots. They ground you in who you are when the bullshit around you makes you forget how good you are.

We believe that everyone, regardless of title, industry, profession, work history, employment status, income, degree level...has their own unique zone of brilliance.

What is a Zone of Brilliance?

Your zone of brilliance is the intersection between your innate strengths, talents, passions, and skills with where you excel and feel most fulfilled. It's where you can perform at your highest level, experience flow without freaking out, and make meaningful contributions. Finding and operating within this zone is when you feel more **confident** and **brilliant**.

Zoning in on The Zone

Spend some time thinking about the following questions. If you're comfortable journaling, making notes, or writing down some ideas, we encourage you to engage in that practice. 📝 If you're more comfortable spending some time in thought or meditation around these questions, we dig that too. 🌸

Prompt 1: Think about the best day you've had at work lately. What did you work on (or not work on)?

Who did you work with (or not work with)?

What tools, systems, resources did you use?

Where, when, and how did you work?

*What did the environment **feel** like that day?*

What did you accomplish?

Who benefited from your work that day?

*How did you **feel** at the end of the day?*

Prompt 2: Identify a time in your work life when you've felt "on" and in the "zone."

What industry were you in? What was your job at the time?

What strengths, skills, tools, and talents did you use? What did you have to call forward?

What made that experience such a vibe?

*How did you **feel** in that moment?*

What do you want to carry forward and find again in future work?

Prompt 3: Identify Your Core Values

Reflect on the values that are most important to you. How do these values align with your zone of brilliance? Consider how your values influence your approach to work and the contributions you make.

How to Write Your Unique Value Proposition (UVP) to Employers

Once you know where you shine, how bright you shine, and who benefits from your light, this can be incorporated into your value proposition. Your value proposition is a clear, compelling, and concise way to

differentiate yourself in the job market and communicate your distinct and unique value to decision makers. Your UVP should be a **concise** statement that encapsulates your expertise, your approach, and the results or benefits an employer can expect from hiring you.

Create Your UVP:

1. **Identify Your Expertise:** What are your most significant skills or areas of knowledge? When you were feeling your the best possible at work, what skills and strengths did you use? This is often tied to your profession or industry niche.
2. **Define Your Approach:** This can be related to how you work, the unique methodologies you use, or the perspective you bring to your job. When you're in your zone, what are you doing? What's the "sauce" you put behind your work? What makes your work unique, impactful, organized, beneficial? Where are your areas of expertise and thought leadership?
3. **Clarify the Outcome:** What tangible results or benefits do employers get from your expertise and approach? This should be something measurable or at least distinctively advantageous. Who benefits when you shine? How you want people to feel when they work with you?

Try the "I am a [blank] that does [blank] to achieve [blank]" format:

1. "I am a **digital marketing specialist** who uses **data-driven strategies** to drive **increased online conversions** by an average by 110%."
2. "I am a **project manager** that implements **agile methodologies** to ensure **projects are completed under budget and ahead of deadlines.**"
3. "I am an **HR professional** that leverages **employee engagement practices** to achieve **industry-leading employee retention rates.**"

REALISM: "I help" statements are out, value statements are in. Focus on the value you bring and the impact your value creates to maximize the impact in your UVP.

SO, TELL US A LITTLE BIT ABOUT YOU...

Your UVP is your Interview Elevator Pitch.

Tips for Crafting a Strong UVP:

- **Be Specific:** Generalities won't set you apart. The more precise you can be about your skills, approach, and results, the better. Clear is compelling.
- **Stay Authentic:** Make sure your UVP aligns with your true strengths and experiences. It should feel genuine and be something you can back up with real-world examples.
- **Keep It Concise:** Your UVP should be a punchy, memorable statement. It's not the place for long explanations or multiple clauses. If it takes you more than 15-30 seconds to read it, it's too long.
- **Tailor It to Your Audience:** Consider who you're speaking to and what they value most. Adjust your UVP accordingly for different roles or industries based on how success is measured in those roles.

Remember, your Unique Value Proposition is essentially your personal brand statement. It's the promise of the value you bring and should make a potential employer or decision maker think, "This is exactly what we need!"

MY UNIQUE VALUE PROPOSITION

