



A BEGINNER'S GUIDE TO  
**UNIQUE  
ABILITY®**



# A Beginner's Guide To Unique Ability<sup>®</sup>

***“You already have everything within you that you need to create an exceptional life.”***

**Dan Sullivan**

## Introduction

Whatever it is that you believe will make you happiest in life, the answer lies in uncovering, and being willing to connect deeply with, who you *truly* are.

It means seeing yourself for who you are at your core in order to offer your full potential to the world.

It means connecting back to the traits and talents that set you apart as a child.

It means cultivating self-awareness, in the highest form, so you have the clarity and ability to create a life for yourself that is fulfilling, purposeful, and fun!

In order to pioneer a future that's fitting for you, you have to know all parts of yourself—otherwise, you won't know where to focus or direct your efforts for maximum contribution.

So, how well do you know yourself? The only thing you need to do to live a designed life is *create* it.

## Discovering Your Unique Ability<sup>®</sup>

Your Unique Ability is you at your best. It's the hard-wired set of natural talents that you're passionate about making use of in every area of your life. It honors what's already within you, what people count on you for, and how you create your best results.

But when you're young, you're taught that success is achieved not just by playing to your strengths, but by improving on your weaknesses. The result: a lot of really strong weaknesses, with no time to differentiate yourself by focusing on your natural talents.

What if we changed the rules? Changed your perspective?

What if we asked you to give time and attention only to the activities for which you have superior skill and passion? This is the journey of discovering your Unique Ability.

It requires you to look at life through a new lens.

It's an emotional journey that asks you to confront yourself and shine a light on your greatest strengths so you can be intentional about how you create value for the world—**because no one else is you, and that's power.**

The commitment to knowing yourself better and trusting yourself, through the Unique Ability process, pays dividends for the rest of your life.

***“Find the thing in you that is different, that’s as sharp as a diamond and jagged as a razor. Hone that, because that’s the thing with which you’ll cut the world.”***

**Clayton Cubitt**

## 4 Powerful Benefits Of Defining Your Unique Ability

### 1. Deep Self-Knowledge

Uncovering the unique set of talents you have endless energy for—and then coming up with the words to describe it—gives you a depth of self-knowledge that most other people never achieve. Think of the advantage that gives you.

Even if you have a pretty good idea of what you do really well and are passionate about doing, you might take it for granted. Most people downplay their unique skills, thinking anyone can do what they do—but that's simply not true.

You have a unique way of doing what you're best at because of who you are as a person—your personality, your unique experiences in life, your natural hard-wired talents, your passion, your purpose. No one is exactly like you.

Once you get that you do have a Unique Ability—and you can define it and find more and more ways to apply it—imagine how your life will change.

### 2. Clarity Of Focus

The clarity that comes from discovering your Unique Ability will be your best filter for every decision you make in life—how you spend your time, the people you can best create value for, the culture you want to be part of, your relationships, and so on.

It puts boundaries around the “playground” where you'll create the most value and achieve the greatest results while having the most fun. It keeps the good stuff in and the bad stuff out. It means less pain, fewer messes, less frustration—and more creativity, contribution, and impact.



### 3. Boost Of Confidence

Your Unique Ability is validation. This is the real you. The Unique Ability® Discovery Process gives you a way to draw that out, put words to it, and truly see the value of it. The result is an immediate boost in confidence.

Once you recognize its value and start making decisions based on it—building your life around it—you’ll have another huge boost in confidence. Dan Sullivan, founder and creator of The Strategic Coach® Program, says that when you’re confident, you can do anything; when you’re not, you can’t.

### 4. Permission To Let Go

When you see the value of operating from a Unique Ability mindset and all that’s possible as a result, you’ll become more and more comfortable giving yourself permission to let go of activities outside your Unique Ability. You’ll be able to draw a line between what you will and won’t spend your time doing—and let go without guilt. You’ll see that this is where the exponential results lie.

**A Unique Ability “right-fit life” is satisfying, rewarding, and fun. Compare that with a life filled with “shoulds.” Instead of basing your life on “should have,” “should be,” and “should do”—trying to mold yourself into someone else’s idea of who you are—Unique Ability gives you the permission, freedom, and confidence to take a stand and do what works best for you. If you don’t take charge of your future, others will.**

## Discovery Resources: Take The First Steps

Take a moment to consider the people in your life who are in touch with the value they bring to the world and who have found a way to use their unique expression on a daily basis.

### What would it mean to you to have this same advantage?

Following are the tools we suggest to guide you in discovering your Unique Ability. They will introduce you to the many different aspects of yourself so you can better understand why your Unique Ability is central in designing a successful life.

### 1. The Unique Ability® Question

A powerful way to begin to understand your Unique Ability is by asking those around you what they see as your special talents and capabilities.

Choose eight to ten people in your life whose opinion you respect—a mix of friends, family members, colleagues, clients, teachers, mentors, or anyone who has been in a position to see you demonstrate your abilities.

Use our sample letter below as a starting point. Simply copy and paste it into an email and then paraphrase or edit it so it sounds like you. Be sure to give a time frame, and follow up with a reminder.

Even if it feels scary or risky to send, do it anyway! After all, if you don't know what's working, how can you do more of it? You'll be surprised and delighted by the responses you receive.

#### Sample Letter

Dear (Friend),

I'm currently learning about a concept called Unique Ability. This concept is based on the idea that everyone possesses a combination of talents, interests, and capabilities unique to that individual.

I'd really appreciate it if you would help me identify my own Unique Ability by considering the following question and sending me back an answer: "What do you see as my Unique Ability?" My Unique Ability includes my talents and abilities, characteristics that describe me, what I'm good at, how I do things, what you count on me for, and any other distinguishing features you see about who I am.

I'd be very grateful if you could respond within the next two weeks if you're interested in helping me. Thanks for your support. I look forward to hearing from you.

All the best,

(Your Name)

## 2. The Kolbe Index

Kolbe is one of the top tools we use at Strategic Coach® to understand ourselves. It measures how you take action in any given situation when you're free to be yourself.

It's a profile that measures instincts and appeals to the conative part of the mind, which is responsible for our natural tendencies, impulses, striving reflexes, and directed efforts—such as when we're problem solving or striving to reach a goal. Visit [kolbe.com](http://kolbe.com) to complete an instinct assessment. These are easy to complete online in about 20 minutes. Assessments include:

- Kolbe A™ Index for adults, which measures your instinctive method of operation and identifies the ways you'll be most productive.
- Student Aptitude Quiz to help students discover their Authentic Abilities.
- Kolbe Parent Guide for parents.
- Kolbe B™ Index, which measures your perception of your job responsibilities.

Other Kolbe-related products:

- For relationship guidance for couples, visit [takestwo.com](http://takestwo.com)
- For career guidance, visit [opgig.com](http://opgig.com)

For more on Kolbe and why we do what we do, we recommend reading *Conative Connection: Acting On Instinct* and/or *Powered By Instinct: 5 Rules For Trusting Your Guts*, written by creator Kathy Kolbe.

### 3. The CliftonStrengths® Assessment

CliftonStrengths offers insight into the combination of traits that inform your motivations and that make you most unique.

***“There is no more effective way to empower people than to see each person in terms of his or her strengths.”***

**Donald Clifton**

This assessment is based on the work of Donald Clifton, the grandfather of positive psychology, and his creation of 34 different talent themes. By gaining insight into your natural gifts, you'll have new language to describe why certain experiences are so valuable and important to you. It isn't until you know what makes you most distinct that you can perform at your best in all areas of your life.

Visit [gallupstrengthscenter.com](http://gallupstrengthscenter.com) to complete the CliftonStrengths assessment. You can choose from various options:

- CliftonStrengths 34: We recommend the full 34-strengths report for a more complete understandings of your talents.
- Top 5 Strengths: Choose this to discover your Top 5 strengths.
- Beyond Your Top 5 Strengths: Choose this if you want to reveal the rest of your list of 34 strengths after having done your Top 5.
- StrengthsExplorer: An assessment for children ages 10-14.

Or, you can access your Top 5 strengths by purchasing the book *StrengthsFinder 2.0* by Tom Rath.

## 4. The PRINT® Survey

Another assessment that we've found extremely valuable for helping you understand your Unique Ability® is called the PRINT® Survey, created by Dr. Paul Hertz.

PRINT®, short for “motivational ImPRINT,” is a transformational tool that uncovers the core motivations for people’s behavior that usually operate at an unconscious level. The Survey reveals your top two Unconscious Motivators®, which often tie into the “why” of your Unique Ability.

Thanks to Dr. Paul Hertz and The Paul Hertz Group, we have gained exclusive access to this assessment online—with a Special Offer Package—for anyone going through Strategic Coach’s Unique Ability® Discovery Process. (Please note that PRINT® is not available for retail online purchase and is only available with the special offer link and code below.)

### Special Offer Package:

With an investment of US\$150, you’ll receive access to:

- The PRINT® Survey and *The Why Of You* report, which includes three specialized reports: The PRINT® Report, The Trigger Report, and The Role Alignment Report.
- *The Why Of You* Interpretive Webinar: A one-hour webinar to help deepen the impact and usefulness of your investment in the PRINT® Survey.

To learn more and to access this valuable assessment, go to [www.PrintSurvey.com/specialoffer](http://www.PrintSurvey.com/specialoffer) and use the access code P8768.

**One of our biggest opportunities as human beings is to get more in touch with how we show up in the world and the unique value we bring. Begin the journey of Unique Ability and learn to trust yourself so you can start making the solid, sustainable choices that will shape your future.**

Strategic Coach is the recognized leader worldwide in entrepreneurial coaching. We've worked with more than 20,000 successful business owners from around the world to help them achieve faster growth, greater profits, and an exceptional quality of life.

To take the next step in experiencing more success by doing only what you love, book a free Discovery Call with one of our Membership Advisors at <https://now.strategiccoach.com/book-a-call>



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