

THE ENTREPRENEUR'S GUIDE TO

# KICK-STARTING YOUR UNIQUE ABILITY®

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Each one of us is entirely unique — from our experiences, to our skill set, to what energizes and motivates us. But so many people downplay this because they’ve never learned to acknowledge, let alone appreciate, their individual talents.

This is why we encourage everyone to explore our Unique Ability® Discovery Process, which sheds light on the ways you naturally strive and calls attention to the things that motivate and fulfill you in order to better understand your impact.

Identifying your Unique Ability® — what you love to do and do best — and putting language around it so you can articulate your “why” isn’t always easy. It requires looking deeper.

And, often, the things we’re best at are so ingrained in us, we don’t recognize them as being unique or special. But if your ambition is to take charge and design the life you want, Unique Ability is a sure-fire route to getting there.

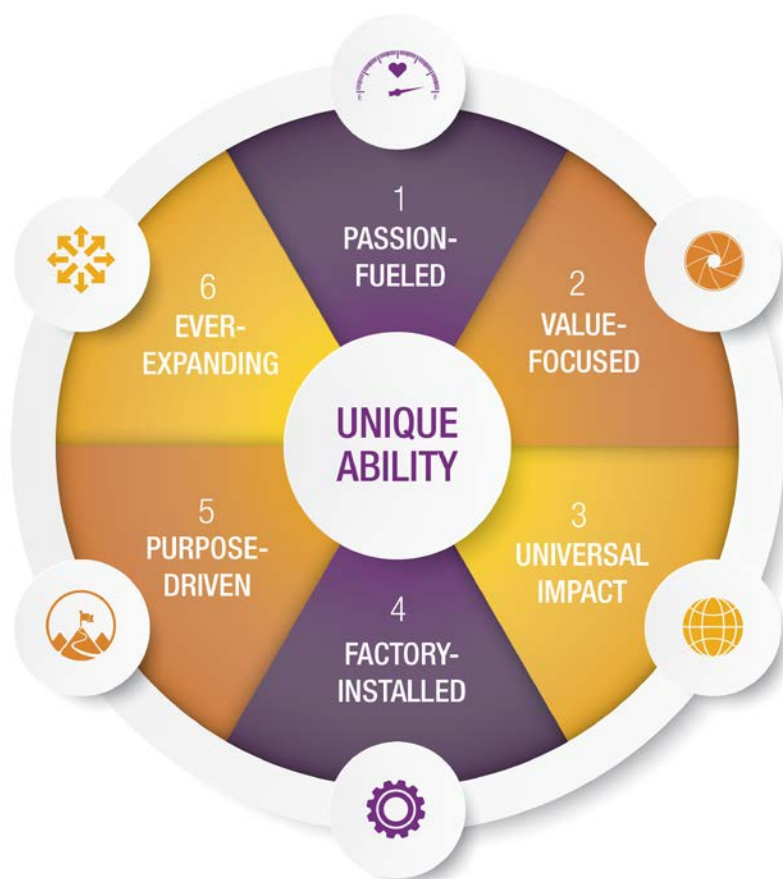
Here are six tips to guide you on the way to identifying your Unique Ability:

**1. You love to do this everywhere — not just in business.**

Your Unique Ability is a combination of the things you’re really good at and also have a superior passion for. But don’t restrict yourself to thinking of it just in terms of work. Stretch yourself beyond that and think of the ways you create value at home, in your community, and with family and friends.

**2. Other people count on you for these special talents.**

What things do other people always count on you for? Look to those as clues to identifying your Unique Ability. The ways that you positively impact people are what they’ll consistently come to you for—it’s also how you show up as a hero in the world.



How do other people describe your talents and strengths? What characteristics do they use to describe you? What do they count on you for?

**3. It shines in many different situations and opportunities.**

Look for and pay attention to the activities and habits that come naturally to you and that stand out in many different situations. Your Unique Ability is the essence you bring to all scenarios in which you thrive and likely comes so easily to you that others will recognize it before you recognize it in yourself.

**4. Your Unique Ability is “factory installed”: you’ve been doing it since childhood.**

To some degree, you’ve been doing things this way since you were a kid. Look to your parents, siblings, teachers, or anyone who knew you when you were younger for insight. Think back to a much younger you and how you contributed or were appreciated even then.

**5. It comes to you so naturally, you might not think it’s anything special.**

We have a tendency to take our Unique Ability for granted because we’ve always done things this way. It might not feel flashy or exciting. It might even seem a little mundane because we’re so used to being ourselves and doing things in this way. But when you acknowledge how you most naturally strive, you get closer to the heart of what drives you.

**6. You can get better and better at this for your whole life ... and still find it fascinating.**

Understanding and honing your Unique Ability is a process that will continue throughout your entire life. The more you use it, the more you’ll sharpen it and understand its impact.

Begin by asking yourself the key question, “What do I do that has people say this about me?” Get to the underlying action. You may need to give this some thought because you do it so naturally. Starting with “I always,” write down a Unique Ability® Habit that describes this action. Use powerful verbs and be as descriptive as you’d like. Choose meaningful words that sound like you and describe what you’re really doing. These habits reflect your natural approach to achieving results. They describe who you really are at your best.



## Putting it all together.

Where do you find the most fulfillment and enjoyment in the daily activities you engage in? How do other people describe your talents and strengths? What characteristics do they use to describe you? What do they count on you for? These activities reflect your natural approach to achieving results. They describe who you really are at your best.

What are the core activities you rely on to create value every day?	
1	15
2	16
3	17
4	18
5	19
6	20
7	21
8	22
9	23
10	24
11	25
12	26
13	27
14	28

What is the one activity you find most fulfilling, that creates the most value personally and professionally, and that people count on you for the most?

**WHY IS THIS IMPORTANT?**

What three activities are you currently spending the majority of your time focused on?

1

2

3

Over the next year, what do you want to do *more* of and what will be the benefit?



Over the next year, what do you want to do *less* of and what will be the benefit?

### Determine what kind of support you need.

Now that you're more aware of how you strive and the activities that suit you best, make it your goal to spend as much time doing those things as possible. The power in this is that it also indicates what kind of team you need to leverage you so you can hand off those activities that are draining your energy.

A key reason why people get tired of their occupation or profession is that they haven't really jumped to higher growth stages in many years. They've gotten into a routine where they achieve credibility, respect, and a solid income, but there's nothing new or exciting about it. They're not being tested or challenged to develop new capabilities. Growing to the next level will mean setting bigger goals and going into new areas of activity where you'll be back to the beginning in terms of a learning curve.

To grow to the next level, two things have to happen:

1. Create higher goals for yourself so that you're back in a place you find fascinating.
2. Delegate the activities you've been doing that no longer fascinate you.

What is the one delegation that will have the biggest impact on your Unique Ability progress?

WHY IS THIS IMPORTANT?

WHAT IS THE IDEAL OUTCOME?

What are three actions to move it forward?

1

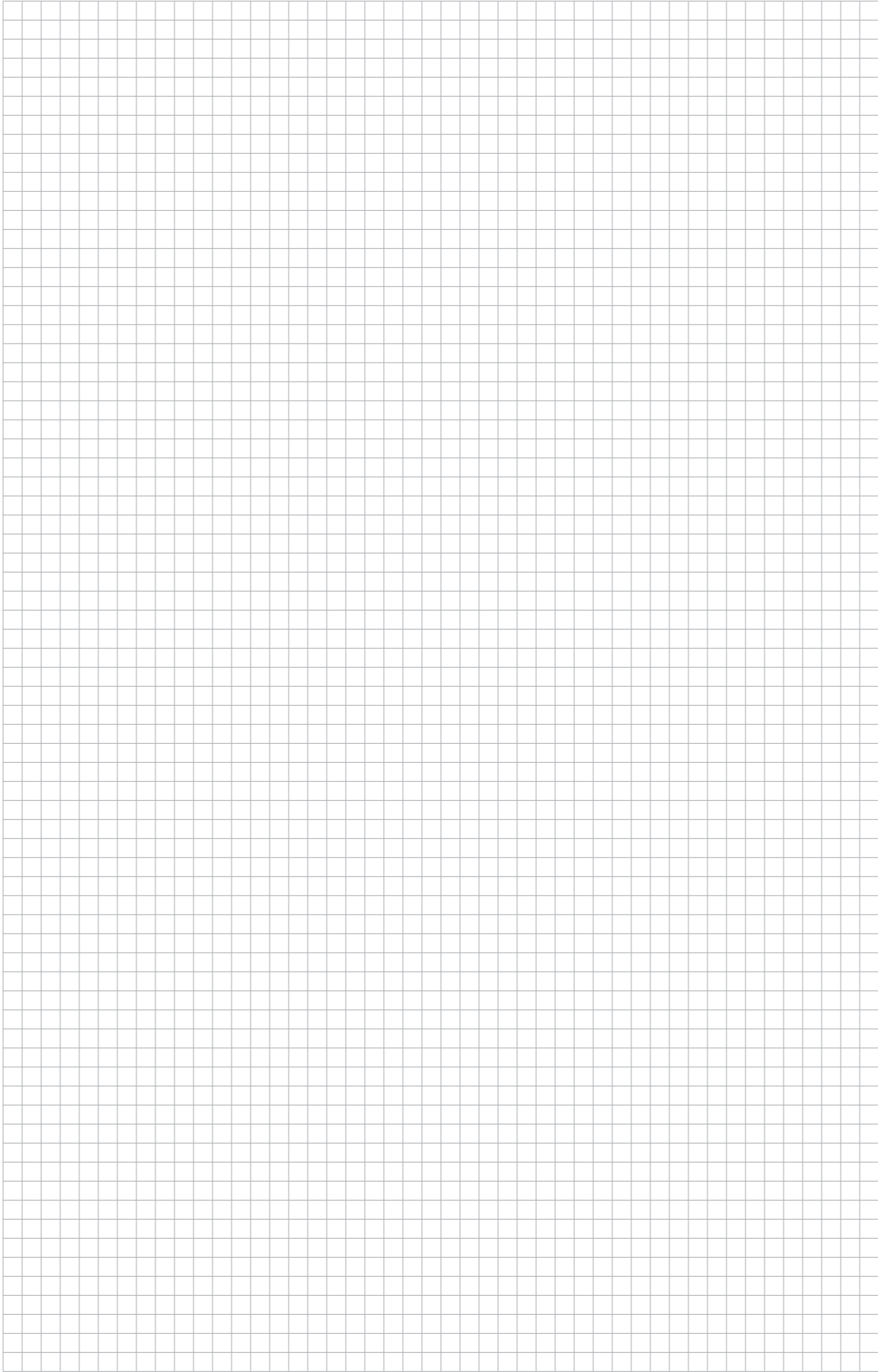
2

3



Recognizing how you show up in the world is extremely empowering. Reaching new levels of satisfaction and achievement requires the courage to make changes to your routine and be willing to take risks. This is a never-ending process but one of the most rewarding journeys you'll embark on in life. Take your Unique Ability seriously, and use these strategies to better align your life with it.

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For more information about  
Strategic Coach®:  
**1.800.387.3206**

Call us toll free from the UK:  
**0800 051 6413**

**[www.strategiccoach.com](http://www.strategiccoach.com)**



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