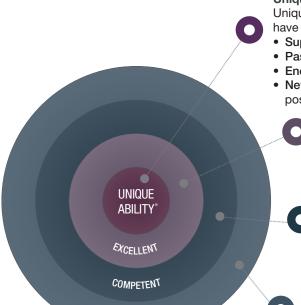


UNIQUE ABILITY®:

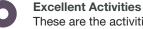
LEARNING HOW TO TRANSFORM PERSONAL PASSION INTO BUSINESS SUCCESS



Unique Ability® Activities

Unique Ability is what you love to do and do best. Unique Ability activities have four characteristics:

- Superior skill: You have a great talent that other people notice and value.
- Passion: You love doing it and want to do it as much as possible.
- Energy: It's energizing for you and others.
- Never-ending improvement: You keep getting better and never run out of possibilities for growth.



These are the activities for which you have superior skill and a great reputation, but no passion. In some cases, you might not even enjoy these activities at all. It's often harder to get out of doing these because you're so good at them.

Competent Activities

These activities are the things at which you're merely adequate, only reaching minimum standards. A lot of people could do these activities better than you with a lot less effort.

Incompetent Activities

When you do these activities, you experience failure, frustration, stress, and conflict. You hate these activities because you're not good at them.

OBSTACLES

2

4

STRATEGIES

I NEED TO BE IN CONTROL OF FVFRYTHING.

There's a difference between being in control and being in charge. We're suggesting that what you really want to be is in charge — providing direction, confidence, and capability to your whole team. But let them be in control of the execution of your vision. On a day-to-day basis, they're a lot better than you are.

MY CLIENTS/CUSTOMERS EXPECT ME TO DO EVERYTHING.

INCOMPETENT

This is a big assumption. The truth is that most of them couldn't care less who does the work as long as it gets done. Your contention that they need you to do everything is based on your needs (to be considered indispensable), not on their demands (to be served). Once you realize this, you can give up a big burden.

3 TO DELEGATE WHAT I DISLIKE DOING.

Look at this from the opposite viewpoint. When you do something you dislike doing, you're robbing the world in two ways: one, you are depriving the world of your own Unique Ability because you're not focused on it; and, two, you're preventing other people from using their Unique Abilities on your behalf.

I'M NOT GOOD AT HIRING THE RIGHT PEOPLE. This is true of most successful entrepreneurs in the world. So one of the first people they hired — or the first outside consultant they used — was someone who was good at hiring good people for them. Hiring good people is a Unique Ability. If you don't have it, find someone who does.

WHAT IF I DEVELOP MY

TEAM'S UNIQUE ABILITIES

AND THEY LEAVE?

Several things. You will have had the benefit of their abilities while they were there. You will have helped them to become more confident, more capable human beings. They will always remember you fondly and refer other people to you. And, you will know exactly how to hire and train their replacement.



THE UNIQUE ABILITY® EXPANDER

WHAT DO I WANT TO DO MORE OF?							WHAT DO I WANT TO DO LESS OF?													
ACTIVITY	IMPORTANCE				ACTIVITY							IMPORTANCE								
						1														
						2														
						3														
FIRST THRE	E ACTIONS																			
			2								3									



THE STRATEGIC COACH® SIGNATURE PROGRAM:

TWO WAYS

VIRTUAL PROGRAM

CLASSIC PROGRAM

Online Sessions: **6 workshops/year**



In-Person Sessions: 4 workshops/year

Duration: **4 hours/session**



Duration: 8 hours/session

Location: **Online**



Location:

Toronto, Chicago, L.A., and London options

Time: **PT, ET, and GMT options**



Time:

9 a.m. – 5 p.m.

Investment: US\$10,000



Investment

U.S. locations: US\$10,000 Canadian locations: CA\$12,500

UK locations: £7,200

Benefits:

More frequent connections

Increased convenience and flexibility

No travel = saves time and money



Benefits:

Dedicated focusing environment

Immediate and personal connections

Travel = more time for planning and preparation

WHAT YOU ALWAYS GET

- A Consistent Workshop Experience
- Dynamic Program Content
- A One-Of-A-Kind Community Of Entrepreneurs
- An Experienced Entrepreneurial Coach

- One-On-One Support
- Community Connection Opportunities
- Team Resources And Support
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