

EMPOWERED PEOPLE

Personal Elevator Pitch

Many of us have heard or read Simon Sinek's, "Start with Why."

If you haven't already, I would suggest doing a google search and changing that now. Sinek argues, that people typically are attracted to "Why" you are doing something before "What" you are actually doing. Outward facing this speaks to brand loyalty, marketing and retention, but inward focused, it can have a bigger impact. What Motivates You? Why Do What You Do? I think before you devise a plan and create your business elevator pitch, you need to spend time on your Personal Elevator Pitch.

EXERCISE ONE

While this might bring up some emotions & memories you have been avoiding, think about some of the biggest things you have overcome. Things that you thought would forever define you, cripple you, hold you back. Now, this will be hard, but just like working out is hard now, strength is built through struggle. How did you overcome those challenges? What did you learn from them? How are you a better person now? Use the 3 lines below to get started but if more paper is needed please don't stop.

EXERCISE TWO

In light of what you have gone through and overcome, how should this change and fuel your perception of yourself and the work you're doing? You are strong enough, smart enough, prepared enough, & honestly the only one uniquely capable to bring into existence your dream.

***Mine as an example: "By the grace of God & help of others, I have overcome poverty, addiction, & self defeat so that I may, as an example, Empower others to do the same."
