

## PROMOTING YOURSELF POWERFULLY FROM YOUR STRENGTHS



[www.SusieHayesNow.com](http://www.SusieHayesNow.com)

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To build your business, to get the job you want, to pursue a satisfying and successful career path, to land that board or committee position, or to get that promotion, it requires that you are clear, confident, and authentic about who you are, what you want, and what you have to offer in the business community.

The following is a highly effective exercise to help you more clearly define what your strengths are in the marketplace. It is essential that you are clear about the internal assets from which you work, because these are directly related to your core values, passion, and satisfaction. As you step out into the marketplace from your assets, you will draw to yourself opportunities and relationships that resonate with your goals.

### **INSTRUCTIONS:**

On the next two pages, review each list and place a (X) **CHECK** by every asset that applies to you. Be honest, not modest. Don't choose what you believe should be, and don't be concerned about what you are not on these list. You want to identify **AUTHENTICALLY** your best assets.

Next **CIRCLE** the (10) ten Character Qualities and the (10) ten Skills and Abilities that **BEST** apply to you.

From those 20 assets, select the top (5) five that are your highest qualities. Place a (\*) **STAR** by each of those assets.

Those (10) ten assets are what you can then use in your resume, cover letters, interviews, and promotional materials. They are your strength. And when you speak authentically from your strength, you will be heard, respected, and appreciated. You will draw people and opportunities that resonate with those qualities.

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Here is a list of over 100 **CHARACTER QUALITIES** valued in the marketplace:

Able	Dependable	Honest	Principled	Shrewd
Accurate	Detail-oriented	Imaginative	Productive	Smart
Adaptable	Dynamic	Intelligence	Professional	Spirited
Adept	Educated	Inventive	Proficient	Stable
Adroit	Effective	Ivy League	Prompt	Successful
Aggressive	Efficient	Judicious	Punctual	Talented
Alert	Energetic	Literate	Qualified	Tenacious
Ambitious	Enthusiastic	Managerial	Quick-thinking	Top-level
Analytic	Executive caliber	Motivated	Ready	Trained
Articulate	Experienced	Motivational	Reliable	Trustworthy
Assertive	Expert	Multitalented	Resourceful	Upbeat
Attractive	Extraverted	Nonsmoking	Responsible	Valuable
Capable	Fast	Organized	Respectful	Versatile
Caring	Fit	Outgoing	Robust	Warm
Competent	Flexible	Outstanding	Sane	Well-educated
Confident	Formidable	Patient	Scholarly	Well-groomed
Consistent	Friendly	People-oriented	Scrupulous	Willing
Cooperative	Gregarious	Perceptive	Seasoned	Witty
Creative	Hardworking	Personable	Self-assured	Worldly
Dedicated	Healthy	Poised	Self-reliant	Young
Diverse	Highly motivated	Polished	Serious	Youthful

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Here is a list of **SKILLS** and **ABILITIES** considered valued in the marketplace:

Accountable	Conversing	Gather information	Motivated	Strategic management
Accurate listener	Convincing	Give affirmation	Multilingual	Strategic perspective
Adaptable	Communicative	Give instructions	Negotiation	Statistics
Analytic thinking	Compassionate	Initiative	Nonverbal communication	Stress maintenance
Able to apologize	Creative	Integrity	Planning	Stress management
Able to ask for help	Deal with emotions	Interactive	Politics	Tact
Ask permission	Decision making	Interviewing	Positive feedback	Teaching
Ask questions	Demonstrative	Introducing others	Prioritizing	Team development
Assertive	Diplomatic	Join in events	Problem management	Time management
Attention to detail	Directing	Leadership	Problem solving	Tension reduction
Avoid fights	Disciplined	Licensed	Reading	Trainable
Bilingual	Educated	Listening	Relates to others	Trainer
Build comradery	Empathic	Management	Resourceful	Trusting
Build rapport	Empathetic	Mathematics	Respectful	Trustworthy
Calming	Energizing	Military	Resolve complaints	Veteran experience
Customer focused	Expressive	Monitoring	Sales	Vigilance
Committed	Eye contact	Numeracy	Self esteem	Willing to learn
Concentration	Flexible	Nurturing	Self improvement	Willing to fail
Conceptual thinking	Follow directions	Oral communication	Self management	Willing to study
Conflict resolution	Follow instructions	Organized	Sensitivity	Writing
Confrontational	Helpful	Organizing	Set goals	
Constructive feedback	Improvising	Persistent	Speaking	

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My five strongest Character Qualities are:

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_
- (4) \_\_\_\_\_
- (5) \_\_\_\_\_

My five strongest Skills and Abilities are:

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_
- (4) \_\_\_\_\_
- (5) \_\_\_\_\_

Use this reference sheet to develop your resume, prepare for interviews, and design promotional materials. Let the marketplace know who you are, what you want, and what you have to offer. Present yourself confidently and authentically in your strengths.

(This exercise has been adapted from a presentation given by Dave Jenks - "Building a Rock Solid Marketing Plan" of [Master Minds](#) Master Network University.)