

Establishing The “Authority Mindset” Earning The Right To Share Your Talents And Brilliance

Becoming the Trusted Authority requires 2 specific things to be true:

- 1) **That you have a core competence** in what you do (this means being capable and knowledgeable, but doesn’t mean being “the best”, having the most experience, etc.)
- 2) **That you have a commitment to serving others** (because this is ultimately where value creation comes from – helping others and adding value to their lives, and to the world)

In this exercise, we’re going to “inventory” all of the various aspects and elements of your situation in order to develop your right to share what it is you know, do and deliver. **What most people do is discount the experiences and talents that they have in the life when it comes to their business.** As you complete this exercise, it’s really important **NOT** to think that your accomplishments and experiences are NOT important or relevant!

If you don’t feel like you have a list of business accomplishments or direct experience, here are some examples of things that you might NOT think about. However, these things help form the basis of establishing a Trusted Authority position in the market, even though they may not demonstrate specific experience. Remember – becoming the Authority is about **clarity** and **results**.

Something I Bring To The Table ..	Why This Provides Value ..
I've been running my business for 3 years.	It provides me several years of experience in the industry, allowing me to understand what people want and building a network of colleagues.
I've interviewed 15 of the top people in my industry.	I'm able to share the opinions and views from many of the industry's leaders, and have connections to many of them that I can leverage in my business.
I have been a member of the International Association of (Industry) for 4 years.	I know what the greatest challenges and needs are in the industry, and I regularly educate and increase my knowledge so I can provide value to my clients.
I worked for 6 years at ABC Company, which is the leading provider of (product/service).	Having worked inside a major organization, I saw what worked, but also what didn't work and what was missing in the marketplace.
I was a stay-at-home mom for 7 years with my 2 children, one of whom has autism, and was the leader of the local Girl Guide's association.	I've demonstrated an ability to deal with tremendous pressure, priorities and challenges, while maintaining a loving and positive attitude that is infectious.
I've been a board member of the Local Homeless Foundation for 4 years.	Contributing to the community is important to me, and this role has allowed me to serve others and learn what many of the biggest obstacles are for most people in reaching their potential.
I am a 2 time cancer survivor.	People are looking for inspiration and to work with people that never give up. This shows personal power and commitment, and is very inspiring to others.

So now, it's your turn.

On the next page, write down ALL of the various things that you “bring to the table” when it comes to serving others, and demonstrating your Core Competence.

The first things to list off would be those that are directly related to your business or industry. So if you've got a lot of experience and insight, write that down. If you've been recognized in any way such as having articles published, a book written, news coverage or anything else, write that down!

If you are relatively new to your space and don't have a lot of specific business or industry accomplishments to list off, then think about all of the accomplishments and experiences you have that make you more capable to serve others in your space. For example, if you recently started a web design company and your primary background was working as a Project Manager in a large organization, outline how your experience and skills in managing a lot of priorities and keeping projects on time and on budget give you a huge advantage when it comes to overseeing web design and development projects.

Important Note:

What brings value and credibility to you and your business does NOT have to be directly related to the business or industry that you are in now.

Where most people go wrong is they feel that since they don't have 10 years of direct experience and a bunch of awards in their market, then somehow they don't deserve to become the Trusted Authority in their market.

This is the exact mindset that keeps most people from ever achieving their potential!

I cannot emphasize how important it is that you do NOT censor your thoughts as you go through this process. What are the things that you've accomplished in your life that you're proud about? What are the things that people often compliment you about?

Remember, this is NOT just about your business. It's about who YOU are, and what value you're able to bring to others. It's about recognizing all of the reasons that someone would find value in working with you, whether they are reasons that directly connect to your business or not.

So complete the worksheet on the following page, and we'll use your answers here in the next Module, when we start to develop your “Story of Authority” and begin to position you in the market.

