

Squiggly Careers PodSheet

How to make your strengths show up and stand out



Why standing out is so important



In a crowded marketplace, fitting in is failure. In a busy marketplace, not standing out is the same as being invisible.

Seth Godin, author of *Purple Cow*

Coach Yourself Questions

- ? When are you at your best?
- ? What do you want to be known for?

5 top tips to make your strengths stand out

- ✓ Think about 3 ways you could stretch your strengths further in the job you already do
- ✓ Practice talking confidently about your strengths, by using our squiggly strengths statement:
 - "1 thing that gives me energy is"
 - "1 way I use that strength today is"
 - "1 way I think I could use it more is"
- ✓ Audit your LinkedIn profile to check the strengths you want to be known for are showing up clearly and consistently
- ✓ Ask for strengths-based feedback to make sure your intent and impact are aligned
 - "When do you see me at my best?"
- ✓ Be a 'strengths-solver' by using your strengths to help other people with their challenges.

Scale your strengths

Take 2 strengths you want to be known for and on a scale of 1 (low) to 10 (high) score how much you are using them at work today.

Strength 1:



Strength 2:



How could you use your strengths more at work?

Recommended resources



Red Bull Wingfinder

A personality assessment that focuses on your strengths



How to Find Your Talent

A 6-minute video from entrepreneur Marie Forleo



Lean In strengths guide

A discussion guide around claiming your strengths.