**Master’s Program**

What is your Unique Brilliance?

How to translate it into your business?

Worksheet

# Exercise #1 What is your Unique Brilliance?

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| **UNIQUE BRILLIANCE** | **EXCELLENCE** |
| **COMPETENCE** | **INCOMPETENCE** |

# Exercise #2

# Where is your Unique Brilliance in Your Business Skills?

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| **Skills** | **Description** | **UNIQUE BRILLIANCE** | **EXCELLENT** | **COMPETENT** | **INCOMPETENT** |
| Business Strategy | Vision, Decision making, choices, long term investment, Focus on one offering + Niche Target Market |  |  |  |  |
| Planning | Scheduling, project managing, high resolution view  |  |  |  |  |
| Financial | P&L Cash Flow, budget, expenses, Bookkeeping |  |  |  |  |
| Product offering | Good at finding the right product + package it and offer it to your clients  |  |  |  |  |
| Marketing | Marketing Strategy, knowing what to promote to whom and when  |  |  |  |  |
| Networking | Good at creating business relationship, presenting oneself and helping others |  |  |  |  |
| Content writing | Good quality content that will reach the right audience with the right message |  |  |  |  |
| Managing people | Delegating, motivating, Management tools |  |  |  |  |
| Strategic Partnership  | Finding the win win with other business owners in your industry  |  |  |  |  |
| Sales | Knowing how to influence, convince and create value for the client to say yes |  |  |  |  |
| Social Networks | Good at communicating on SN in a natural and organic ways |  |  |  |  |
| Technology | Good understanding of technological tools that can be used to make your business more efficient |  |  |  |  |
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# 2. Where is your Unique Brilliance in your Professional Skills?

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| **Skills** | **Description** | **UNIQUE BRILLIANCE** | **EXCELLENT** | **COMPETENT** | **INCOMPETENT** |
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# 3. Where is your Unique Brilliance with the work you do with your Clients

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| **Client** | **Specific Work** | **UNIQUE BRILLIANCE** | **EXCELLENT** | **COMPETENT** | **INCOMPETENT** |
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# Exercise #3

# What to do with your “Incompetent” Skills?

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| **Incompetent Skills** | **Description** | **What to do with them?**  |
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# 2. What to do with your “Competent” Skills?

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| **Competent Skills** | **Description** | **What to do with them?**  |
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# 3. What to do with your “Excellent” Skills?

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| **Excellent Skills** | **Description** | **What to do with them?**  |
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# 4. What to do with your “Unique Brilliance” Skills?

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| **Unique Brilliance Skills** | **Description** | **What to do with them?**  |
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