

Value Creation Co.

V-REEL™ Yourself!

UNCOVER YOUR POENTIAL FOR CREATING GREAT VALUE

A Simple Guide to Better Decisions About YOU!

Thinking about career choices? Wondering if it's time for something new? Maybe you're just trying to prepare well for a job interview or performance evaluation. Good for you! All of us will do better in this world when we understand what we have to work with and offer. Who can you create value for and how? What skills, experiences do you have to bring to the table? How can you distinguish yourself in the crowd and sustain that distinction despite changes happening all around?

These questions are the questions you need to be asking yourself as you work to develop a career plan. Sound overwhelming or too time consuming? No problem! We've designed this simple guide to step you through the entire process of strategic thinking and decision making. When you're done, you'll have a better sense of how you can create value, and what you might need to do to land that dream job. Let's get started!

V-REEL™ Yourself!

VALUE - RARENESS - EROSION - ENABLERS - LONGEVITY

Value

It all begins with an idea...a vision, some call it a value proposition. So, what's yours? How do you (or will you) create value for your family, your employer, your community? Write a quick sentence to summarize how you do or could create value. Feel free to dream a little! We'll adjust this over time.

Rareness

Our rareness, or distinction comes from the combination of resources and capabilities we use to create value and serve others. Some resources and capabilities are tangible, such as specialized skills, our home, experience, etc., but others are intangible. Intangible resources are important and include things like reputation and key relationships. Take some time to make a list of the resources and capabilities you use (or will use) to create value as you described above.

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Value + Rareness = Potential Distinctive Competency

Go back and review your list with your competition in mind. *What do you have that is rare among your peers? Circle the things that make you rare. These are your **potential distinctive competencies**. Not sure who your market is? Ask yourself, for whom do you want to create value? That group is your market. How are you rare in that market? What do you have that others don't?*

Erosion

Focusing only on those potential distinctive competencies that you circled, consider what might happen to erode your ability to use those resources and capabilities to create value and be rare. Make a list, then circle those that are most likely and/or would be most damaging.

_____	_____
_____	_____
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Enabling Factors

The items you circle above are the Eroding Factors that most threaten your ability to be both valuable and rare in your market. Focus on those and list what you can do to defend against each one. Once you've made your list, consider which of the items you listed would be most impactful and you are most likely to implement. Circle them. They are your Key Enablers.

_____	_____
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Longevity

How long before things change? Can you put Enablers in place in time to defend against those critical Eroding Factors and establish some longevity in your market? If so, great. Get to work on those Key Enablers and start creating value. If not, begin again. How might you create value and be rare in your market?