



Discovery Questions

This exercise is you assessing your career today. Remember, it doesn't help you or anyone else if you respond to these questions from that humble self who says *you don't do anything exceptional* instead answer from *the confident you—the one who is emerging and you intend the world to know!*

- In what areas do I have something unique to say or produce?
- What do I do better than others?
- What do people recognize me for and/or praise me about at work?
- What sets me apart from my peers?
- What am I passionate about?
- What energizes me?
- What do I do differently than my counterparts?
- What aspects of my current job do I enjoy, and I am good at?

- What is special about me and how I am at work?
- What services or expertise do I offer that others do not?
- What areas of my job would I do for free—not that I’m telling anyone that!?
- What do I do that stands out from others?
- What of my accomplishments am I most proud about?
- If you asked leaders, co-workers, and friends to identify my “sweet spot,” what would they list?
- What are the significant contributions I’ve made in my organization? Or alternatively, in outside endeavors?
- What expertise and attributes do I bring to my position that adds value to my company’s bottom line?
- In what areas, am I considered the go-to person?
- What do my customers—either internally or externally—say about my efforts on their behalf?
- What do those who respect and know me well say about me?
- If I left my company today, what would my organization miss? What would be the gap I’ve left behind?
- What talents and abilities do I have that I’d like my corporation to recognize and tap into right now?

Let’s look at some valuable opportunities to rebrand yourself, but only if you are willing to explore where others may not have such a terrific perception of you; and then be willing to transform them:

- How do people perceive me? Is it good news or not so great?
- Can I be counted on to complete what I promise to do or do I consistently offer *a reason* for missing the deadline?

- In what areas have I received negative blow-back from projects or actions that I've taken?
- What areas do I feel overwhelmed working in or leading?
- Am I considered a team player or am I seen as a barrier to progress?

Don't forget to add the "whispers of your future" ideas:

- What do I want to do differently in my future?
- What do I want to achieve in my future?
- What do I want to be known for not solely for today, but into the future?
- What am I known for today, but don't want to bring into the future?
- What traits or attributes are "bubbling up" now that I want to expand?



Meditate on your responses. When ideas emerge—even just glimmers—it is time to begin crafting your brand so start writing down what resonates with you from this exercise.

It's time to begin crafting your brand. Good luck! And reach out if I can assist you in any way.

Nancy Fredericks