

# LEVERAGING YOUR COACHING SKILLS IN NEW VENTURES

by Cynthia H. Stringer



## STRENGTHS

Write down your top three strengths; write down how you express those in the world; ask others: "What are other ways they could see you using them?" Share and brainstorm with a buddy in the group.

- ◆ What are your Gifts/Talents?
- ◆ What do you value?
- ◆ What are our natural traits?
- ◆ Learned skills?

## REPUTATION

Local/national/international; for you and your chapter:

- ◆ Brainstorm how to enhance, change, expand.
- ◆ What's your message? Web sites/newsletters.

*"THE IMPORTANT THING IS THIS: TO BE AT ANY MOMENT TO SACRIFICE WHAT WE ARE FOR WHAT WE COULD BECOME."*

*Charles DuBos*

- ◆ What do you want to be famous for?
- ◆ What is your message?
- ◆ Who do I want to attract or communicate my message to?
- ◆ What have you accomplished that you can brag about?
- ◆ What do I do that I am PROUD of?

Everything you do matters. It's part of a larger message that your business is putting out there.

Team member with your staff, colleagues, client.

## PROJECT /PROGRAM DISTINCTIONS

*Why this process of leveraging is so important.*

Do projects that propel you forward, are more interesting, more challenging, more bold and fulfilling.

**Business Plan/Mission/Vision:** One Page Business Plan Book;

**Projects:** are evaluated based on deliverables, measurables, and result;

**Former Responsibilities:** consulting, speaking, training, writing, facilitation, dance, music, hobbies, skills, childhood activities, wilderness/outdoors, volunteer.

**CONTINUED**

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*PREVIOUS*

**BRANDING**

What is it about my product or service that makes It different?

In 15 words or less: what have you done that stands out?

What is your greatest strength that clients, colleagues say is noteworthy?

**REPEAT PERFORMANCE**

Top 10-newsletter-articles-media-booklets-tapes-book-speaking-web site.

- ◆ What is the main benefit of what YOU offer?
- ◆ What "look" expresses my uniqueness? Make it impressive and memorable.
- ◆ What words or phrases express my message to my target market?
- ◆ Who can assist me to get the message out?

**COMMUNITY/PARTNERSHIPS**

What projects working on that build on this that you can learn from and expand?

**Weaknesses:** partner with others who have strengths and leverage from there allies/affiliations/alliances/partnerships analyze skills, interests, vision, volunteering, Collaborating in such a way that all people win and gain.

**DELIBERATE STEPS**

We'll go more into this with brainstorming. Visit my Web site for the entire Top 10 article.

What will you be taking away? How will you leverage this week you and your gifts?

**FUTURE OF COACHING**

Sharing trends, insights and vision.



**HANDOUTS**

- Branding resources
- Mind Mapping
- Networking
- Strengths Exercises (see “Integrity, Intuition & Strength”, located on the Web site)
- Top Ten for Leveraging Yourself

Note: All handouts are available under Coaching Resources on the Web site: [www.successbydesign.net](http://www.successbydesign.net).

Please visit my Web site to learn more, to gain insights, download resources and purchase the workbook “Assessing Communication Effectiveness for Non-Profits.”