

Explore | Expand | Enrich





**Identify Your USP** 





What is USP?







Importance of Unique Selling Point







**Unique Selling Point Examples** 





## Steps to Determine Your Unique Selling Point

- List the features and benefits that are unique
- Decide what emotional need is being specifically met by your product
- Identify aspects of your product or service
- Create phrases that are short, clear, and concise
- Answering your customer's primary question





## Steps to Create a Unique Selling Proposition

- Describe Your Target Audience
- Explain the Problem You Solve
- List the Biggest Distinctive Benefits
- Define Your Promise
- Combine and Rework
- Cut it Down









Recognize Your Strengths And Weaknesses





What is Strengths And Weakness?



## Benefits of Knowing Strengths And Weaknesses

- Understanding Your Abilities
- Performing a Reflexive Best Self Exercise
- Listing Your Actions
- Listing Your Desires







## How to Assess Strengths And Weaknesses?

- Rethink your weaknesses
- Identify your areas for growth
- Focus on your strengths
- Write down your strengths and weaknesses
- Compare the lists against one another







#### How to Assess Strengths And Weaknesses?

- Ask the opinions of friends or family
- Seek professional assistance
- Reflect on your findings
- Reject perfectionism
- Don't deny important moments in your life









Nurture Strengths And Fixing Weakness



## Stages of Strength And Talent Development

- Inviting and invoking
- Identifying and clarifying the strength or talent
- Claiming and receiving the strength or talent
- Honouring and practicing the strength or talent
- Offering our strength or talent to the world









When Should You Focus on Your Strengths?







Prompts To Help You Develop Strengths And Talents



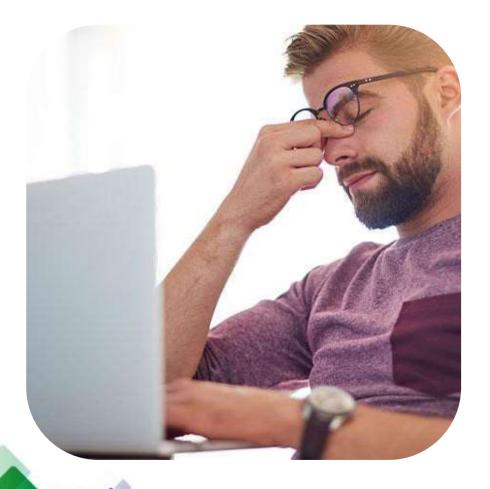






Tips for Nurturing Strengths And Fixing Weaknesses







Overcoming Your Complex

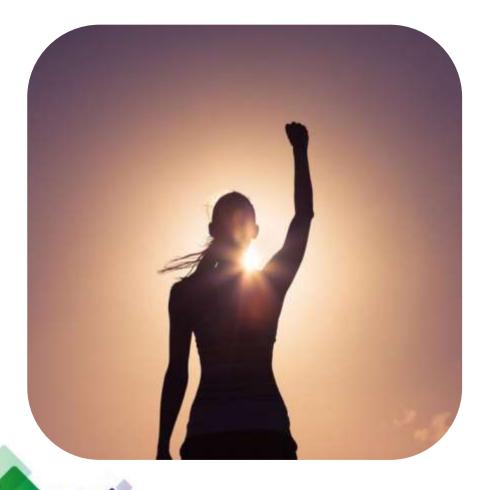


## Ways to Overcome Your Complex in a Team

- Your Leader Is the Weak Link
- Personal Conflicts Are Taking Over
- Only a Few Carry the Team's Load
- Self-Interest Is the Name of the Game









**Confidence Building** 





What is Confidence?





# Ways to Improve Confidence

- Planning and Preparation
- Learning, Knowledge and Training





# THANK YOU

