



Explore | Expand | Enrich



Identify Your USP





What is USP?



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Importance of Unique Selling Point



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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

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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



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When Should You Focus on Your Strengths?



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Prompts To Help You Develop Strengths And Talents

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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



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What is Confidence ?



Ways to Improve Confidence

- Planning and Preparation
- Learning, Knowledge and Training



THANK YOU

