



PARTICIPANT WORKBOOK HANDOUT

MODULE 2

By
Elisabeth Allen
&
Frank Bonura

Please visit www.EconomyOfOne.com

Copyright © 2018, 2020
by Elisabeth Allen and Frank Bonura

Published by MarketSmartz Books, Kansas City, MO

No part of this publication, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under sections 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the Publisher.

Module Two: The Story Of You

Exercise 1: Write The Story of You

In preparation, think about the happiest time in your career professionally. What skills were you using? In what type of atmosphere were you working? Beyond your title at the time, or the industry that you served, why did doing this role or using these skills bring you happiness or a sense of satisfaction? Without over-thinking the details, list the top three skills you are passionate about, good at and contribute value to companies you've worked for...

Top Three Skills:

1. A skill I am extremely passionate about:

2. A skill I am good at:

3. A skill I have that adds to companies measurably (adds profit, provided product innovation, expanded market share, leveraged existing strategic partners, created new strategic partners, diversified vendors, attracted new customers, provided new revenue streams, provided competitive advantage, helped attract employees or other talent, achieved process improvement, made my boss or team pleased, solved a problem, provided a much needed solution or fresh approach):

Where Have I Been Happiest?

Identify three words that describe the culture or atmosphere of the working environment that makes you feel happy, secure, fulfilled, productive or content.

Working environments that make me feel happy and productive are:

1.

2.

3.

Now reference your answers as you write The Story of You.

- 4. What can you tell your audience about job choices you have made or skills that you have, to help them better understand how you have made choices that illustrate your passion?

- 5. If you are looking for a new industry, why? Address how your background or experiences connect or prepare you for where you would like to go?

- 6. Maybe you have never worked in an environment you've truly enjoyed culturally. So, when you think of companies that have cultures you admire, what specifically is it about their culture that you are drawn to? Why is it a "good match"?

On the next page, write your version of "The Story of You."

Exercise 2: Share Your Story With Someone You Trust

Before moving to Module 3, tell a few people you trust your newly refined “Story of You.” Ask them if there is anything that surprises them in hearing the details of your story. Ask them if they feel they could repeat it to other people accurately. Then ask them to be thinking about people in their networks of good friends and relationships that might want to meet you.

Exercise 3: Re-Visit Your Path(s)

Which path (or combination) of paths was your top choice from Module 1 (see list below)? Your second choice? Now that you have had time to really think about it, has anything changed? Connect your top 2 choices with brackets:

- Free Agent
- Full-Time Employee
- Entrepreneur

Exercise 4: Your Warehouse of Skills

Inventory your personal capital and “best talent.” Think over your life. List 3-5 Past positions and industries (if you did the graphic timeline exercise in Module 1, please refer to this prior exercise):

Roles, responsibilities and skillsets you used or developed for each key role or position (+ or -):

Ways you have been challenged (+ or -):

Areas or experiences in which you really excelled, received acknowledgement or enjoyed:

Exercise 5: Identify Your Passions

A passion is anything you love to do. What are yours? Make a list. For now, do not worry if you can find a job or new business associated with it.

What got you really excited as a kid? What about now?

If money were not an issue, what would you do every day? How do current industries or career paths, or options align with this passion?

What makes you want to face today? What motivates you? How do you define success?

Also, list what de-motivates you:

Roles and responsibilities that challenge you in more negative than positive ways:

Topics you find boring:

Environments you find stressful:

What puts you on autopilot or makes you anxious?

Exercise 6: Your Marketability

List 5+ skills you have used to make business owners money or yourself money. Include previous jobs or projects, volunteer or part-time work, classes taken, your hobbies, etc.

Which skills and talents:

Have you been paid for?

Could you be paid for?

Are second nature to you?

What do you consider your “best talent”? We define “best talent” as the one primary skillset you have that adds measurable value and profit to those that might employ you (either full time, as a contract to hire employee or as an entrepreneur). Identify three specific circumstances you can think of where you have used this best talent to add measurable value and profit to those you have worked with.

Do you have a skill that may look unmarketable? Be open-minded! Some people *blog* for a living!

Your opportunity target lies at the intersection of your passion, skills, and marketability. It is your sweet spot.

Exercise 8: Describe Your Perfect Opportunity

Your perfect opportunity is what you would love to do and get paid for. Combine the results from Exercises 1 and Exercise 5, considering the path you want plus the intersection of the perfect opportunity you identified in your spreadsheet. What does this opportunity look like?

Employees, freelancers, and business owners think about work differently. Generally, they either have a “Job”, (paycheck or Opportunity) a “Project”, or a “Lifestyle” mindset. Which do you want to look for?

Write your perfect opportunity description. Include optimal pay or earning potential, the skills / best talent you would use, and the solutions you’d provide along with the type of business, industry or client you would like to serve. Try to be as specific as possible in your descriptions.

Compare the new opportunities you find as you follow the process to this description to check what they have in common. This description of the “perfect opportunity” becomes a measure in which you apply to each opportunity to determine the level of personal fit. Did this exercise surprise you? Did it confirm a direction that you have thought about for some time? Did it reveal a direction you would not really considered?

Optional Homework Assignment

Mock interview someone who knows you well. Ask them about you:

11. How would you describe me?
12. When have I seemed happiest in life? What was I doing at that time?
13. When I have seemed happy giving to others, what was I doing? What skills was I using? Where should I consider voluntary work while I am in transition? How could this volunteer work help me moving forward?

Assignments For This Module

- Review Module 2 Examples of The Story Of You
- Write your Story of You: Understand this is a work in progress. Too often people “over think” this exercise and fail to engage because they get lost in the process. Do not do this. Just start jotting things down and stay focused on roles or duties that brought you joy, regardless of title or industry. Do not “write The Story of Your Life”, keep your descriptions of what you like to do very concise and be thinking about how each of the things you like to do aligns with skills you enjoy using
- Share your story with a close friend to assess their reaction, tweak appropriately
- Now, practice your story with several people to see if they understand and can feel confident in explaining your story to others
- Who could be your “banner wavers”? List your top 10 people to contact (think about your good friends, people who you’ve volunteered with, people that you’ve worked closely with, who are in your neighborhood or PTA, people you went to school with, worked with in past jobs, friends from childhood). Identify your top 10 banner wavers (if you cannot think of 10, start with a target of 5 and plan to expand it to 10).
- Complete the exercises, putting sincere time and thought into your answers as these exercises are very revealing
- Write your “perfect job description” on an index card or piece of paper and put it at eye level where you work at home so that you see it regularly, share this with your accountability group

Participant Survey

Circle stars to rate the following components. Feel free to add comments.

☆☆☆☆☆

PowerPoint presentations

☆☆☆☆☆

Participant Workbook

☆☆☆☆☆

The Economy of One reading materials

☆☆☆☆☆

Homework assignments (putting CODE into practice)

☆☆☆☆☆

Accountability Partner experience

What did we do best?

What can we do to improve?

How have your results in looking for work changed since starting CODE?

How has your perspective about yourself and your career changed?