



## Communicating Your Value (While You're Doing Everything Else)

Find the latest version of this action sheet, as well as links to other free resources, at [RedCapeRevolution.com/IAAP-2019](http://RedCapeRevolution.com/IAAP-2019)

### ThoughtStarters Before We Begin

While you're meeting others in the room, ask one of these questions:

- Why is communicating your value important to YOU right now?
- What do you see changing in our profession right now?
- Why did you decide to attend this session today?

The most important person in the room is \_\_\_\_\_.

### Myths & Mental Roadblocks

1. "My \_\_\_\_\_ will speak for \_\_\_\_\_."

2. "I'm \_\_\_\_\_ an \_\_\_\_\_."

3. "I don't have \_\_\_\_\_."

Which one of these do you use most often?

Change starts when you \_\_\_\_\_ to

communicate and \_\_\_\_\_ your value.



## Three Strategies to Communicate Your Value

**Strategy 1.** \_\_\_\_\_ it.

What's your \_\_\_\_\_?

How does your work make \_\_\_\_\_, save \_\_\_\_\_, save \_\_\_\_\_, or  
save \_\_\_\_\_?

**Strategy 2.** \_\_\_\_\_ it.

We can learn to \_\_\_\_\_ so others don't \_\_\_\_\_.

My point of pride is:

Two good "smoothers" to use are :

**Strategy 3.** \_\_\_\_\_ it.

Who needs to know what I do?



We can \_\_\_\_\_ people how to \_\_\_\_\_ us.

## Take Action

What's the action I need take now?

What help do I need to keep moving forward?

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## About Me

### What I Do

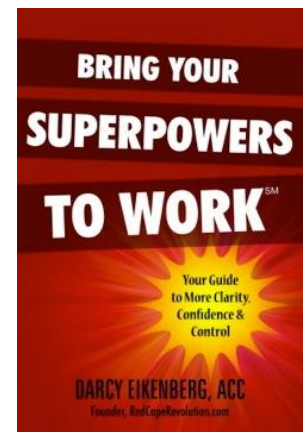
Today's business and community leaders are managing through more change than ever. Those changes can be overwhelming, complex, and often, move fast.

So I teach strategies leaders and professionals can use every day to manage through change easier, making better, more confident decisions with less stress, in less time. After using these strategies, my clients feel--- and become--more successful in their work (and actually, in their life outside of work, too.)

### Who I Help

*Most of my work is with leaders & high-performing professionals in situations like these:*

- Wrestling through major change, whether positive (such as business growth), or negative (such customer loss or personal stress).
- Newly promoted or hired & needing to get productive fast.
- Experienced in their technical subject but needing to grow their business acumen, communication & people skills.
- In a team that must work better together to achieve a business result or goal.
- Weighing their next career decision (whether inside or outside their existing organization) and asking "what's next for me."
- Knowing they need to retain and engage the best employees in order to sustain business success.



### Where I Speak, Facilitate & Teach

- Leader, employee, board or team development retreats and events.
- Customer & client appreciation events.
- Department or affinity group professional development meetings.
- Within technical or company-specific training as an energy booster.
- Professional & trade association meetings, workshops & conferences.
- On webinars & teleseminars for companies and professional groups.

### Get in Touch

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