



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

Before We Begin

To get the most out of this session, take five minutes and answer these questions in advance. Your notes are completely private but will help you get the most out of the webinar.

- What do you see changing in your department and business as we look towards 2021?

- Why will communicating your value be important to YOU now and going forward?

- What's the one question you have about communicating your value at work?

A Quick Look Back

What's one thing you're _____ of _____
(or _____) in 2020?

YOUR ACTION SHEET



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The 3 Myths Getting in Our Way

1. "My _____ will speak for _____."
2. "I'm _____ a(n) _____."
3. "I don't have _____."

Which one of these myths do you default to most often? Why?

What thoughts could you choose instead?

Three Strategies to Communicate Your Value

1. Get Clear on Your _____

What's your _____?

How does your work make _____, save _____, save _____,
or save _____?

YOUR ACTION SHEET



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Your Who & Do What Statement

I _____ [ACTION I take in my superpower space]
_____ [with/for PEOPLE/PROCESS/THINGS]
so that _____.
[BIGGER RESULT YOU HELP MAKE HAPPEN].

Experiment with different versions of this and get other resources to help on the bonus page at RedCapeRevolution.com/MDLZ.

2. Master the Art of _____.

We can learn to _____ so others don't _____.

My point of _____ is:

Two good “smoothers” I can use are:

YOUR ACTION SHEET



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3. Stop Doing the _____ Work.

Just because you _____ doesn't mean you _____.

Where do you need a _____?

We can _____ people how to _____ us.

Taking Action

What's the action I need to take now?

What help do I need to keep moving forward?

Find resources to go deeper (plus the link to submit a question for our December session) at

www.RedCapeRevolution.com/MDLZ

YOUR ACTION SHEET



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About Me, Darcy Eikenberg, PCC

What I Do

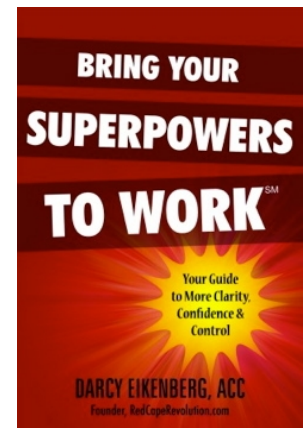
Today's business and community leaders are managing through more change than ever. Those changes can be overwhelming, complex, and often, move fast.

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 (Online & Off)

- 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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