



CREATE YOUR WHO & DO WHAT STATEMENT

Creating a Who & Do What statement gives you a clear story to tell – a story about how what you do brings value to your organization. This is not an elevator speech – it's primarily for you at first to have a clearer picture of what you truly do and the value you bring – well beyond your job title. Have a question or idea? Write me at Darcy@RedCapeRevolution.com. Thanks! –D

Set the Foundation

1. When I'm in my superpower space, what are the actions, projects, and work I'm doing? Get as specific as possible.

2. If I hired a smart college grad tomorrow, what are the aspects of my work that they could NOT learn within the next three weeks?



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3. Who or what does your best work serve? (Typically, these are people, processes, or things like products.)

4. What are the bigger results that my work makes happen? Try to express these in time, money, energy or other resources as much as you can.

5. If I won the lottery, left my job and ran away to a deserted island tomorrow, where would my organization see gaps? Where would the pain be?



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Create Your Statement

Using the ideas you wrote above, write a first draft of your who & do what statement using this formula:

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

Examples:

I develop schedules & track progress [ACTION] for the 35-person XYZ team [PEOPLE] so that we can help our client save money and time managing their healthcare processes. [BIGGER RESULT]

I lead the content strategy [ACTION] for the \$5 million department [PEOPLE] so that our 1200 team members are getting the information they need to do their jobs and help our customers better [BIGGER RESULT]

I manage the day-to-day technology [ACTION] for our Fortune 500 accounting firm [PEOPLE] so that we can make sure our clients' data remains secure.

Now try writing 3 or 4 versions of yours:



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Review what you've got so far:

Which one makes you proudest? Which one sounds like the best of you? Take those drafts and get even more specific about the results you really contribute to. What would be missed if you were gone? What is hard-won skills or knowledge that you couldn't teach quickly?

Now, write a final draft:

Congrats! You've now got a stronger story to tell about what you do and who you serve. Now go put it to work!