

Leveraging your compass: 4 tips



The Story Source

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Networking

Now that you have set your compass, you can articulate the WHY and the HOW of WHAT you offer. Here are four ways you can leverage that!

If you can touch on a bit of the why and how when you answer that all-to-familiar 'what do you do?' question, you've just increased your chances of sparking a genuine connection. Ultimately, we are all really interested in why people do what they do. And articulating something that speaks to your passion and your special sauce shows authenticity.

- Identify the key value words, and other phrases that stand out for you when you did the worksheet.
- Practice adding some of these values/phrases when introducing yourself. Start with trusted friends and colleagues. It might feel awkward or uncomfortable at first, but with feedback and tweaking it to make it your own, this will improve.
- Next, it's time to try it out at a networking event, or when you meet someone that you want to connect with on a business level.



Branding

Being clear about your why is the first step in articulating your personal or business brand. It's the core of your unique value proposition, the reason someone will chose to work with you or buy from you instead of someone else.

Essentially your personal brand (which informs your business brand) is built on what you value and how you show that out in the world. It's not something you create but something you are always discovering. It's a combo of values, the special sauce of passions, skills, and life experience that only you can bring to the work. As a business owner, your awareness of your why, your ability to articulate it, and your willingness to see it unfold and change – all of that is key.

- Discuss your why/how/what with your business advisor or with trusted colleagues. Ask them whether they see these reflected in your personal and/or business brand.
- Be ready to share this information with anyone you are hiring to help you with branding; they should be asking questions that get at your why and how right off the top. And if you have put some thought and time into this (like you just have!) you will save their time and your money. Branding is always about values.



Sales

A proven way to increase sales is to link what you are offering with why you are offering it. Remember: people don't buy what you do, they buy why you do it. Simon Sinek, the author of the best-selling book *Start with Why*, proves this in his case studies. Jennifer Aaker, professor at Stanford School of Business, echoes the same principal with her extensive research on how meaning and purpose shape the decisions we make.

- Go back to those key value words and other phrases that you identified. Are you using those words and phrases on your sales page, your LinkedIn profile, or other social media platforms? If not, experiment with pulling those key words and phrases into your content, strengthening the connection between your why and what you are offering.
- Check out the sales content for businesses that are similar to yours. How are they linking to values, purpose, and their special sauce/unique proposition?
- If you have hired someone to market for you, make sure to discuss your why and how with them, so that sales will be aligned with your values.



Strategic stories

Jennifer Aaker identifies story as one of your most powerful and strategic business assets. Her research has shown that stories are up to 22 times more memorable than facts – and way more emotionally persuasive. “For a lasting effect, you need to persuade the rational brain but also resonate with the emotional brain.” And story does this! But not just any story. Setting your compass will point to the strategic business stories you need to discover and tell. That’s another course!

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When you understand the story, you are
engaged, connected, strategic, and intentional.

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