

Setting your compass

“Finding *WHY* is a process of discovery,
not invention.”

Simon Sinek



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To pitch to an audience of potential customers, to tell the stories that differentiate you from everyone else in your field, the trick isn't talking about your product, or what services you offer, but why and how you do it.

Jennifer Aaker, Professor at Stanford School of Business, has done a lot of research on how meaning and purpose shape our decisions. By communicating the meaning, your WHY, and the passion that drives your work – you can move someone to buy from you, hire you, join your cause, or follow you on Instagram!

Makes sense, right? When you really want to connect – to build trust and get people interested in buying from you and working with you – you need to let them know what makes you tick, what you're passionate about, what you value. That's your true north. Your compass.

Even better, when you can show HOW you deliver like no one else – your 'special sauce' – you've given your prospective customer a unique proposition. Now that's going to get them to pay attention!

Once you've set your compass, you can use it in your elevator pitches, to guide your social media posts, for content marketing, networking and more. It's baked into your brand.



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WHY Purpose, cause, belief. Your values. This is your heart talking. Here are a few prompts that can help you express this:

- I believe...
- I am passionate about...
- What gets me up every day is...

HOW The WAY you do the WHAT. Your unique proposition, your strategy. This is how you apply your why in a way that only you can. This is your head thinking.

Here are a few questions that might help you express this:

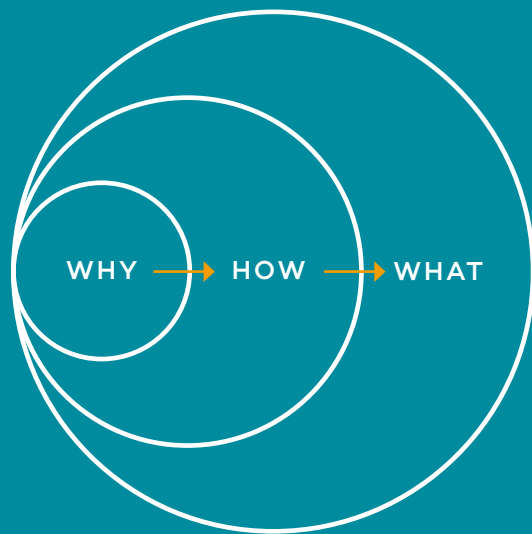
- Why would someone seek you out instead of someone else?
- What problems do you solve?
- What unique combination of skills, training and experience led you to develop your product or service?
- How is your approach different from others in the field?

WHAT Services you provide, products you sell. What you do. These are your hands, your tangible offerings.



Worksheet

Setting your compass



WHY: Purpose, passion, belief. What you value.

HOW: The WAY you do the WHAT. Your strategy, your special sauce.

WHAT: Services you offer, your role. What you do.

“When you think, act or communicate starting with *WHY*, you can inspire others.”

Simon Sinek

