
Elevate Your Career: Unique Advantage

How to Find, Articulate and Empower Others

— Sunny Jordan, MBA, CMP,
CSM, SSM —



VectorStock®

VectorStock.com/21271113

LEARN HOW I MADE
A **FORTUNE** WHILE
IN COLLEGE
REAL-LIFE STUDENT STRATEGY GUIDE:



Your Unique Advantage |
Conversation Framework | © by
Sunny Jordan v.1 All rights
reserved. For team, client and
member use only.



Session Overview

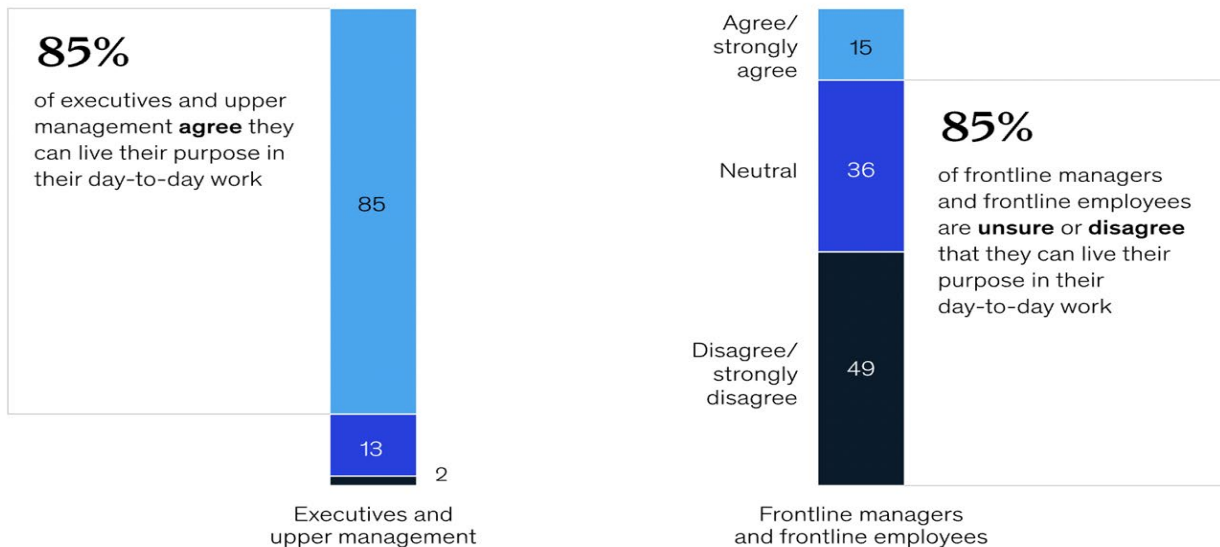
- Intro of Speaker & Topic
 - Learn how to articulate your unique advantage
 - Discover how you can help others in a way that connects you with greater relationships and opportunities
 - Gain tools to develop a conversational framework that will elevate your career
 - You will begin personal inventory that will help you discover what is unique and valuable about yourself and how to use it in the workplace and life
- Q/A
- Action Plan
- Next Steps

Your Unique Advantage |
Conversation Framework | © by
Sunny Jordan v.1.1 All rights
reserved. For team, client and
member use only

People who live their purpose at work are more productive than people who don't. They are also healthier, more resilient, and more likely to stay at the company. Moreover, when employees feel that their purpose is aligned with the organization's purpose, the benefits expand to include stronger employee engagement, heightened loyalty, and a greater willingness to recommend the company to others.

A stark 'purpose gap' exists between upper management and the front line.

Living your purpose in day-to-day work, % of respondents



Elevate Your Career – Vegas Story



Your elevator moment is going to happen. The question is, will you be prepared? We've all had the experience of meeting someone. And being asked, What do you do?

Do you often struggle with confidently talking about your career goals, accomplishments, strengths and abilities without coming across like you're bragging or full yourself?

It starts with you... Know What You Want



As a _____ I want to _____ in efforts to
_____, _____ and _____.



Sunny-ism: Worry less about what you don't want!

Recognize Your Unique Advantage...

Before you can articulate your unique advantage you have to recognize the uniqueness that you bring to your workplace, to your home, or environment that you are in the position to ignite or add value.

- Ask yourself what do I do well that no other person can do the way I can?
- How can I use what I am great at doing to influence, empower and be a resource to someone else?
- What is that thing that I most avoid doing because I don't see the value it brings?

~~Competitive~~ Unique Advantage

Shift Your Mindset!!!

Let's Focus Here: A unique advantage is the ability to stay ahead of your present self or potential self-sabotage. You typically gain a unique advantage by:

1. Evaluating your strengths.
2. Evaluating your weaknesses.
3. Evaluating how you could improve your own performance to obtain an advantage.

Articulate Your Unique Advantage

When you think about purchasing a new phone or service you tend to search for the most differentiating and unique things that you can think of.



USP - Unique Super Power (Unique Selling Proposition)

It's not just how unique or different you are that will make you reach your goals or advance your career.

Your superpower is your contribution—the role that you're put on this Earth to fill. It's what you do better than anyone else and tapping into it will not only help your team, but you'll find your work more satisfying, too.



1. What are your key points of value? (What value do you provide to your organization?) Your answer should provide a solution to the needs of your organization, team, business, etc.
2. What is your “Creative” Savvy? (How do you increase your value and leave your stamp? Think about how you deliver and positively impact your points of value.
3. What is your reason to succeed? (What are the elements that make you succeed?) Your answer must contain the edge’ you have on others.

Superpowers at work...

"Understanding your shadow side is just as important as being aware of your Superpower—and maybe even more important to figuring out how best to work with your team"

Understanding your shadow side is just as important as being aware of your Superpower—and maybe even more important to figuring out how best to work with your team. If you're a great devil's advocate, how can you make sure your feedback pushes things forward without alienating your colleagues? Think about how you can activate them to push you to improve.

As a _____ my super-power (strength) is _____.

I am mindful that my shadow side (weakness) is
_____ which can _____ (impact) on work/life.



Track Our Objectives

- Learn how to articulate your unique advantage ✓
- Discover how you can help others in a way that connects you with greater relationships and opportunities
- Gain tools to develop a conversational framework that will elevate your career
- Provide a Personal Inventory that will help each attendees discover what is unique and valuable about them and how they show up in the workplace

Sunny-ism: Have I added value?

Since the outbreak of the pandemic,
53%
of employees report feeling more
exhausted.

In what ways has your light been extinguished?



It only takes **ONE** flame to ignite a fire in others....



Discover how you can help others in a way that connects you with greater relationships and opportunities

Servant Leadership + Super-friend Connector = Cooperative Super-living



Servant Leadership



“The great leader is seen as servant first ...”

— Robert K. Greenleaf

Businessman and Seeker

Greenleaf’s seminal essay *The Servant as Leader* was published in 1970. In it, he proposed that the best leaders were servants first, and the key tools for a servant-leader included listening, persuasion, access to intuition and foresight

Listening- Unique Advantage Enhancer

Not All Employee Voices Heard

- The vast majority (86%) of employees feel people at their organization are not heard fairly or equally — and nearly half (47%) say that underrepresented voices remain undervalued by employers. In particular, essential workers, younger workers, non-caregiving employees, and employees who identify with underserved races and ethnicities feel less heard than their workplace counterparts.

People Leaders Must Listen to Employees — or Risk Losing Them

- Two in three (63%) employees feel their voice has been ignored in some way by their manager or employer, which may have a devastating impact on retention: A third (34%) of employees would rather quit or switch teams than voice their true concerns with management.

“[The Heard and the Heard-Not](#)s report by The Workforce Institute at UKG and Workplace Intelligence.”

Ignite Moment ...

Feeling heard drives a sense of purpose and belonging. By implementing employee feedback, people leaders can create an organizational culture of psychological safety and trust that thrives when its people thrive.

Based upon, your unique advantage can you provide a solution to this problem?

Opportunity to develop the skill.



Super-friend Connector



Center of Influence

Think, Speak and Act like a Super-friend Connector...

What's it not about- Networking.

Super-friend Connector



- Connect to add value
- How can you be of service
- Genuinely vested in others needs vs. Your own
- Introducing two people that might benefit from one another
- Super-friend is about self-awareness (knowing what makes you tick)

Super-friend Connector



Understand the real value you offer vs. what you think need to deliver.

Superconnector, 2018

- Know themselves
- Where they thrive
- Favorite conversation starters

Types of Super-friend Connectors



Thinkers – 100 Ideas Not Executors

Enablers – Assembly share ideas and introduce

Connection Executors – Take other's ideas and make it happen

Super-friend Connector = Self-Awareness

Knowing yourself is the beginning of all wisdom – Aristotle

Collaborative Super-living

It is not cooperative economy, it's cooperating and collaborating with others to get what you want in a way that also helps others get what they want. It's not so much the philosophy of collective marketplace or democracy or prosperity for all. It's learning how to create participate in mutually beneficial relationships to advance your goals.

Collaborative Super-living

- Mastermind talks for Intrapreneurs/Entrepreneurs
- Design Teams
- Culture Teams
- Listening Sessions
- ERG
- Carve out one-on-one time

Track Our Objectives

- Learn how to articulate your unique advantage ✓
- Discover how you can help others in a way that connects you with greater relationships and opportunities ✓
- Gain tools to develop a conversational framework that will elevate your career ✓
- Provide a Personal Inventory that will help each attendees discover what is unique and valuable about them and how they show up in the workplace ✓

Sunny-ism: Have I added value?

Retrospective

Review: (answer in journal)

What did I accomplish today? What worked?

What did I learn?

What adjustments will I make moving forward?

Preview:

What will I accomplish tomorrow?

Celebrate:

Let's Connect:

Sunny Jordan

Email: smjspeaks@gmail.com

Website: www.sunnyjordan.com

Phone: 803-322-0087

Linked In: <https://www.linkedin.com/in/sunnyjordan/>

Twitter: thesunnyjordan

Schedule a **FREE** 15 min. Coaching

Session: <http://www.sunnyjordan.com/schedule/>