



Define

Define objective



Clarify

Clarify Brand



Identify

Identify your accomplishments



Develop

Develop your pitch



Work

Work with your strengths

<p>I would like to ...</p> <ul style="list-style-type: none"> • Start a business • Get funding • Hire staff • Join a board • Get a promotion 	<p>I want to be known for....</p> <ul style="list-style-type: none"> • ... • ... • ... • ... • ... 	<p>Situation + Task + Action + Result = Accomplishment Story</p>	<ul style="list-style-type: none"> • Who am I? • What is my brand? • What am I looking for (objective)? • Why am I qualified based on my accomplishment stories? • How can you help me? 	<p>My strengths are...</p>
<p>Wishlist for Objective:</p> <ul style="list-style-type: none"> • List specifics • What values, strengths and skills do you want to highlight/emphasize 	<p>I bring value by... What sets me apart is...</p>	<p>My top 5 accomplishment stories are...</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 5. 		<p>I will leverage them by...</p>

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