



SECRET SAUCE

STEP-BY STEP GUIDE

EVERYTHING YOU NEED TO CLARIFY AND
COMMUNICATE YOUR POINT OF DIFFERENCE

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BEFORE YOU GET STARTED



Everyone's got something that makes them unique that no one else can compete with. It's your responsibility to know and own your point of difference.



Take the time to go through the exercises to ensure that you identify what makes you tick, what you're naturally good at already and results you can get for others.



The work starts once you've completed this workbook. Then it's time to share your talents and become visible so you can get considered for all the right reasons.

ALL SORTED?

GREAT - LET'S GO!

NEED A LITTLE HELP WITH SOME OF THIS STUFF?

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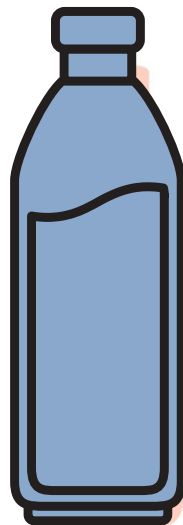
petra@impactcct.com



Secret to creating your successful career?

= your secret sauce

YOUR “SECRET SAUCE” HAS 3 INGREDIENTS...



Your personality

Your credible credentials

Your competencies

Your secret sauce



Your personality

Your credible credentials

Your competencies

YOUR SECRET SAUCE | INGREDIENT #1

YOUR PERSONALITY

It can be difficult to identify our own strengths as we're too close to them and they are easy to

Everyone's got strengths and the clearer you're about yours, the better you can use them to your advantage

YOUR SECRET SAUCE | INGREDIENT #2

YOUR CREDIBLE CREDENTIALS

Look at the tangible skills you've gained in your previous roles

The goal here is to find the common theme and a well-rounded view of all your skills, knowledge experience and expertise,

YOUR SECRET SAUCE | INGREDIENT #3

YOUR COMPETENCIES

It's when you combine your how (personality) with your what (credentials/ capabilities)

When you're able to identify what you're naturally good at + enjoy doing that also creates value for others, you've identified your life insurance.

YOUR PERSONALITY

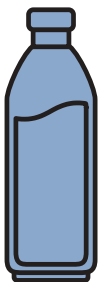


TAKE AN ONLINE PERSONALITY QUIZ!

THE TEST I RECOMMEND YOU TO TAKE IS:

- ENNEAGRAM TEST
- BRAND ARCHETYPE TEST

WITH THE COMBINATION OF THESE RESULTS YOU WILL BE ABLE TO GET A BETTER UNDERSTANDING OF YOUR NATURAL DRIVERS, MOTIVATORS, STRENGTHS & CHARACTERISTICS



Your personality

Your credible credentials

Your competencies

YOUR CREDIBLE CREDENTIALS



Your personality

Your credible credentials

Your competencies

The purpose of this exercise is to identify the skills you've acquired over time.

Not every skill is acquired in a traditional way (eg education or training). Sometimes you acquire them by volunteering, emerging yourself in hobbies etc

SKILL	Employment	Education	Voluntary work	Hobbies (sport, art...)	Upbringing
Skill 1:					
Skill 2:					
Skill 3:					
Skill 4:					
Skill 5:					
Skill 6:					

These are 4 categories of transferable skills - start with them and identify your strengths. Back your claim up with real life examples and build your portfolio of skills gained through various roles (paid or unpaid). Collect evidence like feedback, recognition etc

ORGANISATIONAL AND EXECUTION SKILLS	COMMUNICATION SKILLS	PEOPLE SKILLS	LEADERSHIP SKILLS
<ul style="list-style-type: none"> • Time management • Research & analytics • Admin • Fiancnail management • Sales & marketing • creative thinking* • Planning • Technology & digital literacy 	<ul style="list-style-type: none"> • Listening • Writing • Speaking 	<ul style="list-style-type: none"> • Co-operation • Empathy • Patience • Flexibility 	<ul style="list-style-type: none"> • Prioritisation and delegation • Critical thinking and problem solving • Coaching, mentoring and feedback

YOUR CREDIBLE CREDENTIALS

List every education, course, accreditation, recognition, award, media mention etc you've ever completed and/or achieved.

It may even go back way in time. It could even come from a hobby (eg life saver, marathon finisher etc). Also think if external recognitions like a media feature on a known publication, expert onterview on TV etc

CREDENTIAL	EDUCATION	ON THE JOB	OTHER (eg Hobby)
CREDENTIAL 1			
CREDENTIAL 2			
CREDENTIAL 3			
CREDENTIAL 4			
CREDENTIAL 5			
CREDENTIAL 6			
CREDENTIAL 7			
CREDENTIAL 8			
CREDENTIAL 9			
CREDENTIAL 10			



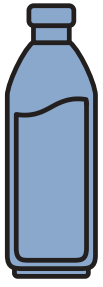
Your personality

Your credible credentials

Your competencies

You'll probably be surprised how much you've achieved already in your life, may it be from starting a fast growing side hustle to overcoming adversity in an adventure race to being recognised as the youngest team leader in your organisation.

It all shapes not only your personality and how you go about solving challenges, it also is part of your brand story people will remember.



Your personality

Your credible credentials

Your competencies

YOUR SECRET SAUCE | INGREDIENT #3

YOUR COMPETENCIES

Time to consolidate the biggest achievements you've had, the results you've achieved for others. To make it easier to remember as well as to communicate them in a way that makes sense to others, use the STAR method:

STAR stands for Situation, Task, Action, Result.

SITUATION

TASK

ACTION

RESULT

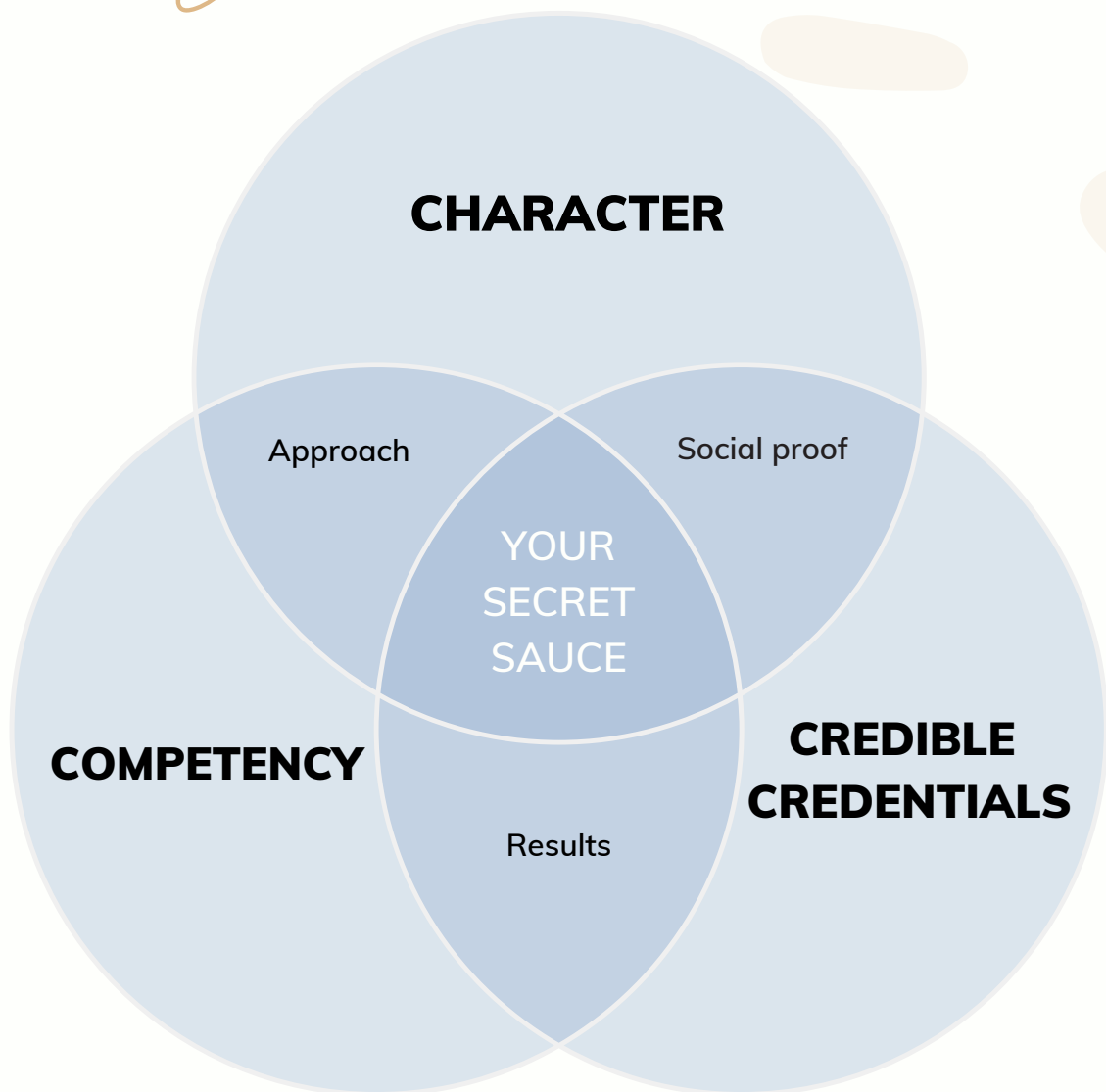
Example:

Role: Account Manager in organisation with high customer turn over

Specific outcomes / results / achievements:

In my role as account manager, I could hone in on one of my biggest strength which is relationship building. It didn't only reduce the turn over rate by 7% but also the average spend per account by 33% compared to last year.

Identify your *Secret Sauce*



@petra_zink



Your personality

Your credible credentials

Your competencies

= your *competitive*
advantage

Example:

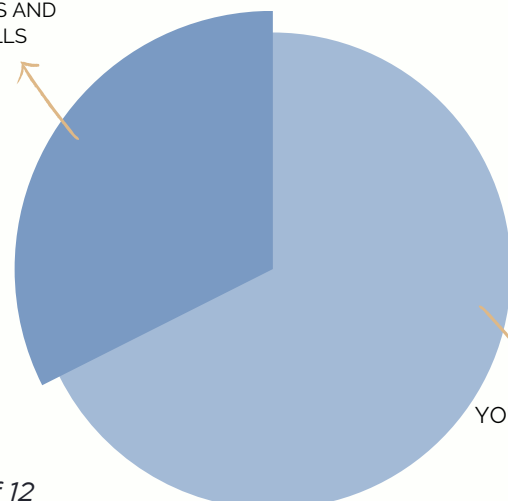
"Petra is full of energy, enthusiastic, runs a million miles an hour and you'll always find her working on something new where she can bring in her natural strengths of helping people and companies to reinvent themselves.

She is certified Personal Brand & Digital strategist and combines her background in Brand and Product Marketing with her passion for coaching and works with driven professionals to build and monetise their Brand.

Over the last 6 years, she has worked with over 300 individuals and nearly 50 companies on identifying and developing their point of difference.

She has been accepted as Forbes Coaches Council member and is a regular contributor for Forbes Magazine, speaker at conferences like HackingHR, DisruptHR, LearnX and recently launched her own podcast - the Future of Work Campus Podcast.

YOUR EDUCATION,
CREDENTIALS AND
HARD SKILLS



YOUR PERSONALITY
& APPROACH

YOUR TURN



Your personality

Your credible credentials

Your competencies

= **your** *competitive*
advantage

CHARACTERISTICS

CREDENTIALS

COMPETENCIES

THANK YOU!

It's an exciting time to be alive and be able to get paid for what we're best at whilst loving what we do.

You'll never run out of options or opportunities when you know what your sweet spot is, the point of difference noone can compete with. Embrace your differences and share your story, your approach and reason why you chose your field or profession.

If you invest some time in honing in on this sweet spot of yours - I CAN ENSURE THAT YOU WILL FEEL NOTICED, HEARD... AND⁺HIRED

Congratulations!

Petra

ABOUT ME

Petra Zink is a certified Personal Branding & Digital Strategist, Career Coach, Speaker & Consultant - specialised in the Future of Work. She is the Founder of impaCCcT and The360Talent.Co - both companies are designed to future-proof individuals and organisations through re-inventing careers and business models.

Petra specialises in future-proofing Companies and Talents through building strong and impactful Brands that can pivot rather than just building Businesses or Careers that aren't agile to change.

She is known for her expertise in all things Future of Work through her unconventional approach of Talent & Leadership development.

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