

Defining Your Superpowers (your X Factor)

Taking the time to identify your unique strengths is a crucial part of discovering your personal brand. A tool, like your StandOut report, can help you identify your greatest value and when you are at your most powerful, but even with that tool, you will need to do a comprehensive assessment of your skills, experiences, achievements, likes/dislikes to gain a clear understanding of what sets you apart from others. These exercises are a way to start this self-exploration (it is a continuous journey!) and will help you identify your “X” factor as you move forward in creating your personal brand.

Identifying Your Strengths StandOut defines a strength as any activity that strengthens/invigorates you even if you are not yet “good” at it.

The four most obvious signs of a strength can be defined by using the acronym S.I.G.N.S

- S: Success – You feel effective and in control
- I: Instinct – Any activity that you instinctively either volunteer for or you look forward to.
- G: Growth – When you are engaged in an activity and you are “in the flow” and feel yourself growing and developing.
- N: Needs – Refers to how you feel after you complete certain activities – you feel that your needs (and purpose) are being fulfilled. If you feel invigorated after an activity, you have probably engaged a strength.

Using this filter:

- Identify 5 activities that you have recently completed or are currently engaged in that embody all of the components of the S.I.G.N. Model.

	1.	
5.	you	2.
4.		3.

- In reflecting on each of the activities, identify one or two strengths that you are engaging in and why you feel that way.

Activity	Strength(s) being engaged:
1.	
2.	
3.	
4.	
5.	

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Seeking Feedback from Others: While the StandOut assessment is a great tool and the resources around strengths also provide an opportunity for self-reflection and awareness, it is always beneficial to seek the insight from those around and closest with us. Select 2-3 people who know you well (your mentor/mentee can be one of those if you knew each other before the program!) ask the following question and document below:

- Based on our interactions/relationship, what do you think my top strengths are?

How did these responses from others compare to what you have identified above:

Linking it back to your role/bank: As you are assessing your strengths, answer the following questions:

1. How do your strengths show up in your job? Are there ways that you could capitalize on your strengths more? If so, what are they?

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2. How do your strengths play into the bank's "what", "how" and "why" covered in the first content release? Are there areas you could be more intentional in how you bring your "X" factor forward to help further the mission of your bank?

3. What is one way you can commit to capitalizing on your strengths (that you are not currently doing) to help further your personal and professional goals within your role at your bank?

Connecting to your brand: Of your strengths identified (through this assessment, feedback from peers/family/friends), which are the ones that you most want to showcase in your personal brand/personal brand statement?

Once you have completed this exercise, bring these worksheets to discuss at your next mentor/mentee meeting!