



# Owning your Value

The purpose of this exercise is to show you how to strategically position yourself as a leader who is visible, heard, and valued so you can gain recognition, and move into a position where you can make a positive impact given a new leadership opportunity or grow further and remain relevant in your current leadership role.

*Answer the following questions in 2-3 sentences:*

**Who are your most important clients, business partners or peers where with their full support you would gain credibility?**

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**What are their pain points? What worries them?**

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**What are their most pressing business needs?**

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**What are their top priorities, in the next 3 to 6 months?**

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**What are their challenges?**

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**What are the obstacles and roadblocks they face?**

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[illegible]