



UNLEASH YOUR TRUE VALUE[®]

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HOW MUCH WOULD YOU PAY?



WHAT YOU WILL LEARN TODAY

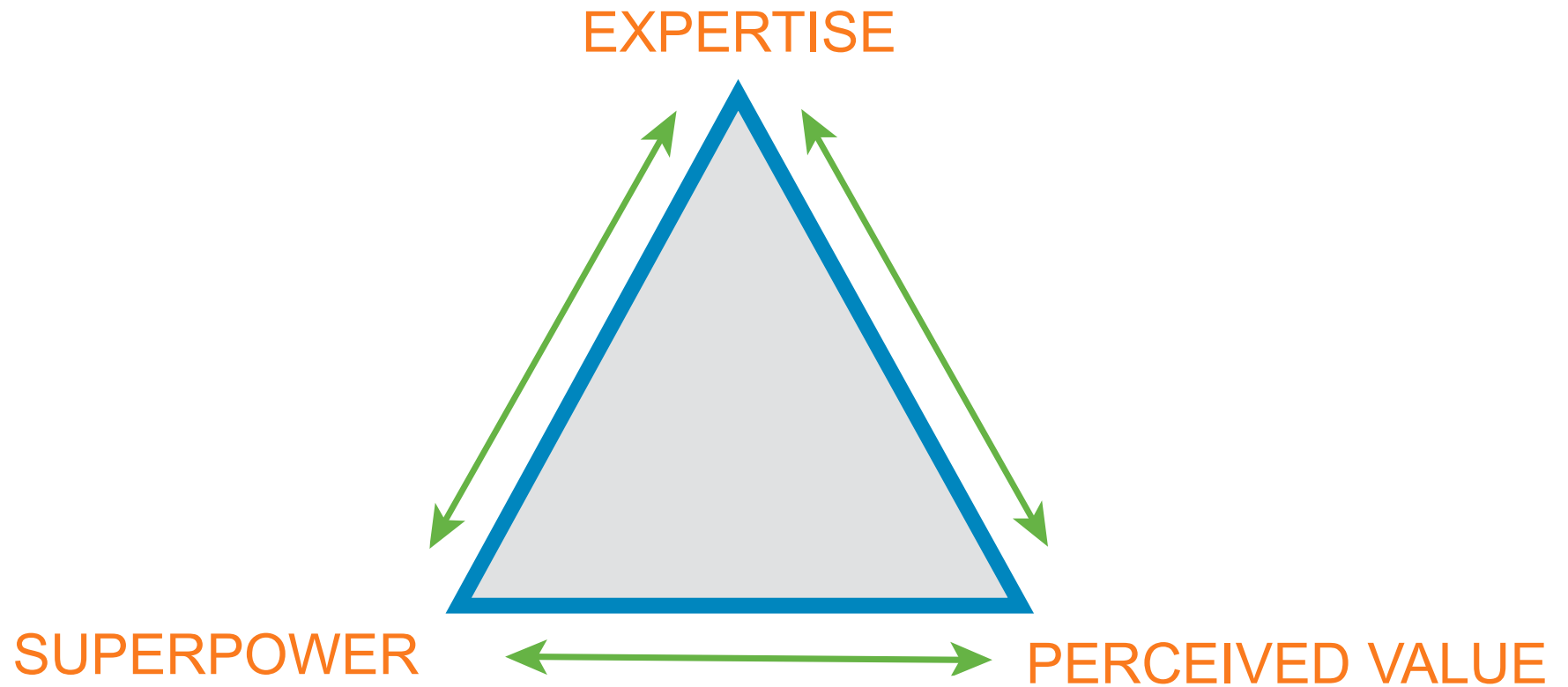
Roadblocks to communicating value

How to overcome these barriers

3 tactics to unleash your true value

How to take action after seminar

WHAT IS TRUE VALUE?



DID YOU KNOW?

2/3

of people
cannot
confidently
articulate their
strengths and
the value they
bring

Source: FINKAINC.COM



COMMON ROADBLOCKS

Imposter
Syndrome

Fear of
rejection

Uncertain of
Value

TAKE A LUNCH BREAK!



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DO YOU STAND IN YOUR TRUE VALUE?

True Value

- Authentic self
- Confidence
- Powerful
- Bold
- Clear boundaries

Default Value

- False sense of self
- Lack of confidence
- Fear of power
- Uncertain
- Lack of boundaries

STEPS TO COMMUNICATE YOUR TRUE VALUE

**#1
ADOPT
SUCCESS
MINDSET**

**#2
IDENTIFY
TRUE
VALUE**

**#3
COMMUNICATE
TRUE
VALUE**

STEP #1: ADOPT A SUCCESS MINDSET

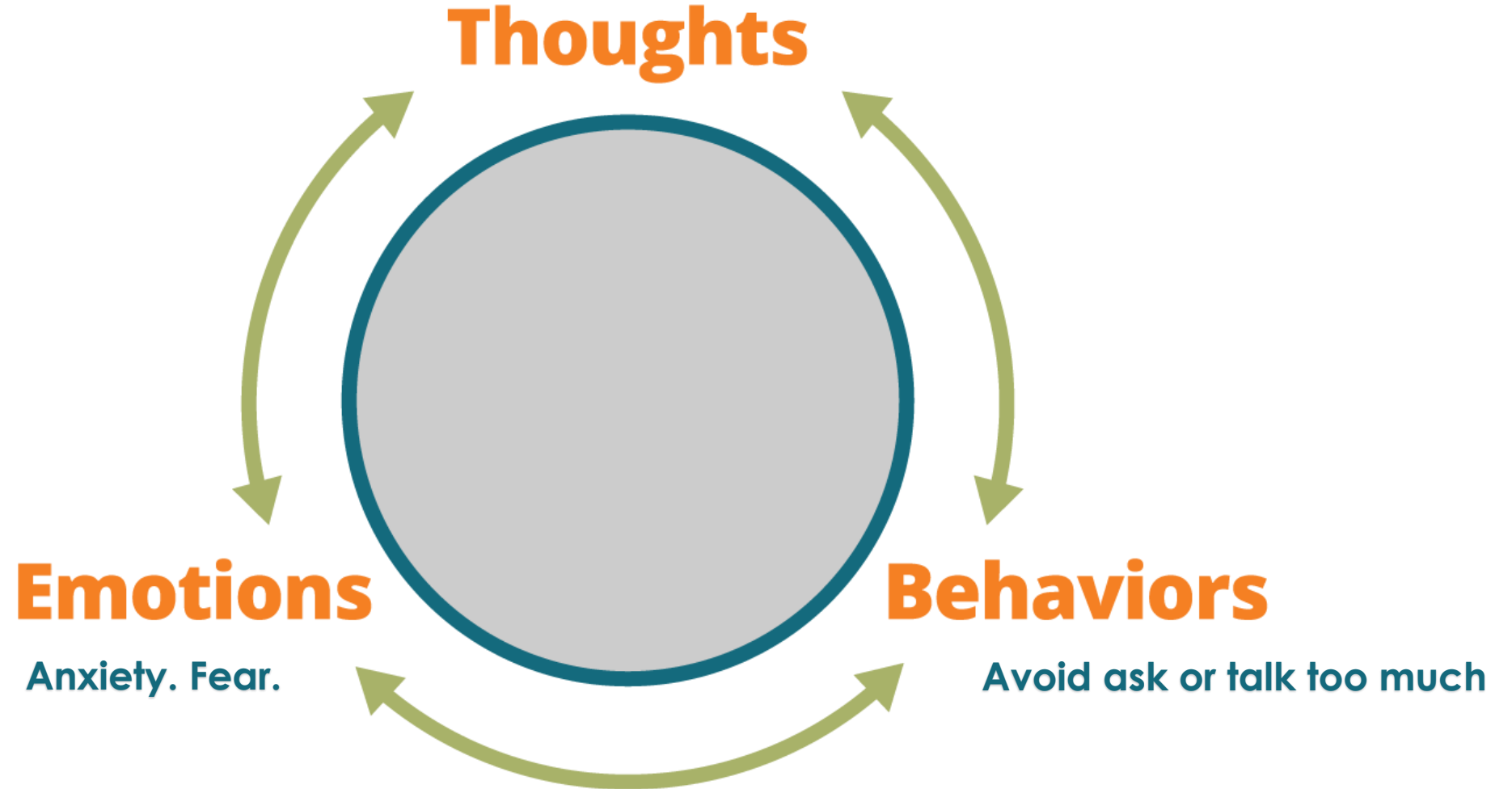


WHAT IS YOUR CURRENT MINDSET?



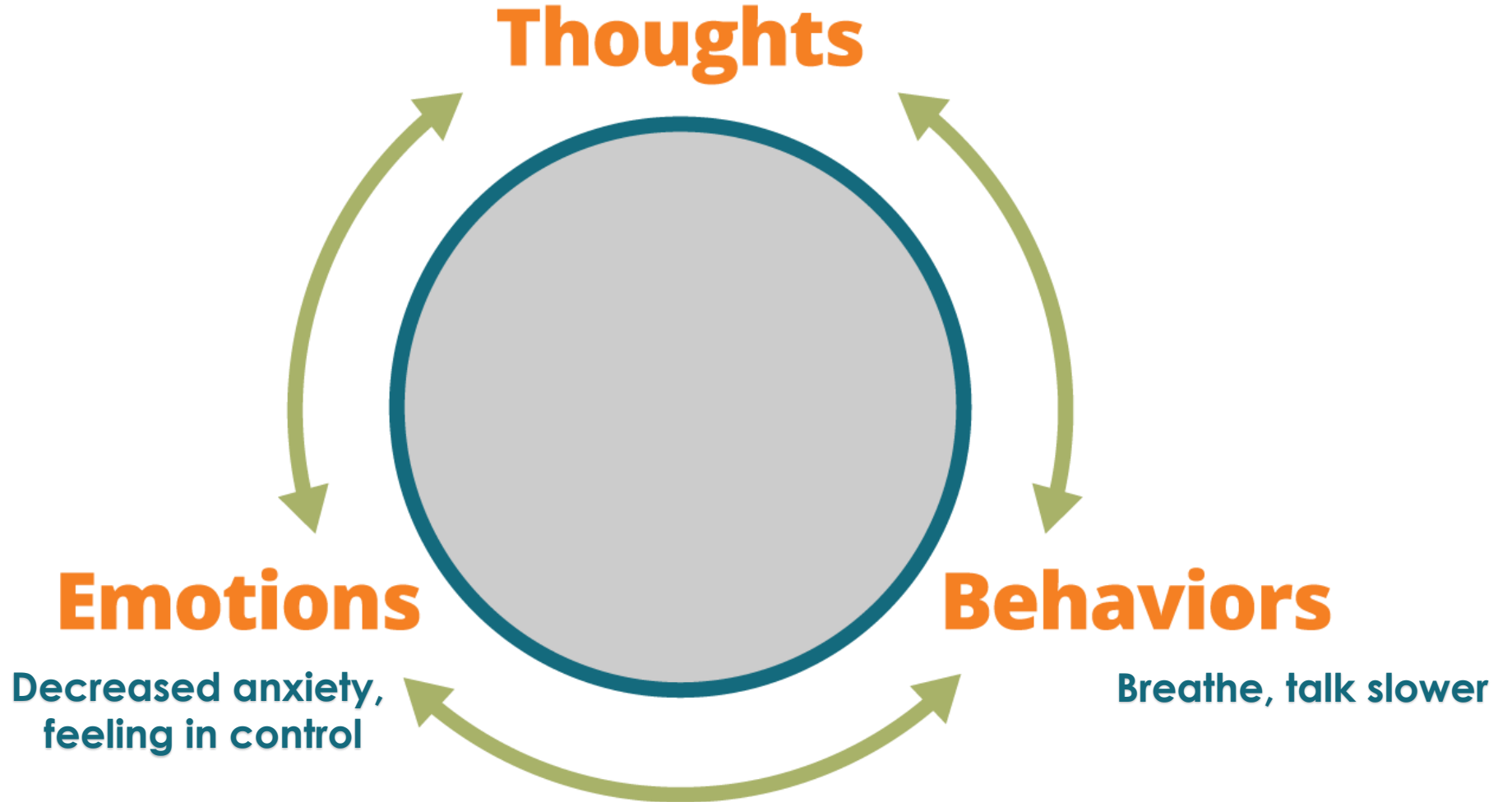
THE POWER OF YOUR MINDSET

I should not ask for a raise as I may appear greedy.



THE POWER OF YOUR MINDSET

I will do my best to communicate my value.



Outcome: Ask for raise and find out more data.

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TACTICS TO ADOPT SUCCESS MINDSET

1. Identify & Shift Mindset
2. Get Feedback
3. Embrace Failure

STEP#2: IDENTIFY YOUR TRUE VALUE



METHODS FOR DETERMINING VALUE



External Value vs.
Internal Value

DO YOUR HOMEWORK

EXTERNAL VALUE

- Salary range research
- Competitive analysis
- Informational interviews

INTERNAL VALUE

- Accomplishments
- Impact
- Superpowers

YOUR SUPERPOWER!



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STEP #3: COMMUNICATE YOUR TRUE VALUE



COMMUNICATING YOUR TRUE VALUE

Value Formula:

I (how you help) using my (your expertise & superpowers) which benefits my clients/your business by (financial and emotional impact).

EXAMPLE OF VALUE STATEMENT

I have managed four lead customer relationships using my strong communication and organization skills. These customers accounted for more than half of the annual sales (over \$80 million) for the company. I believe I could do the same for our firm.

- Kim, job seeker



NOW IT'S YOUR TURN

Value Formula:

I (how you help) using my (your expertise & superpowers) which benefits my clients/your business by (financial and emotional impact).

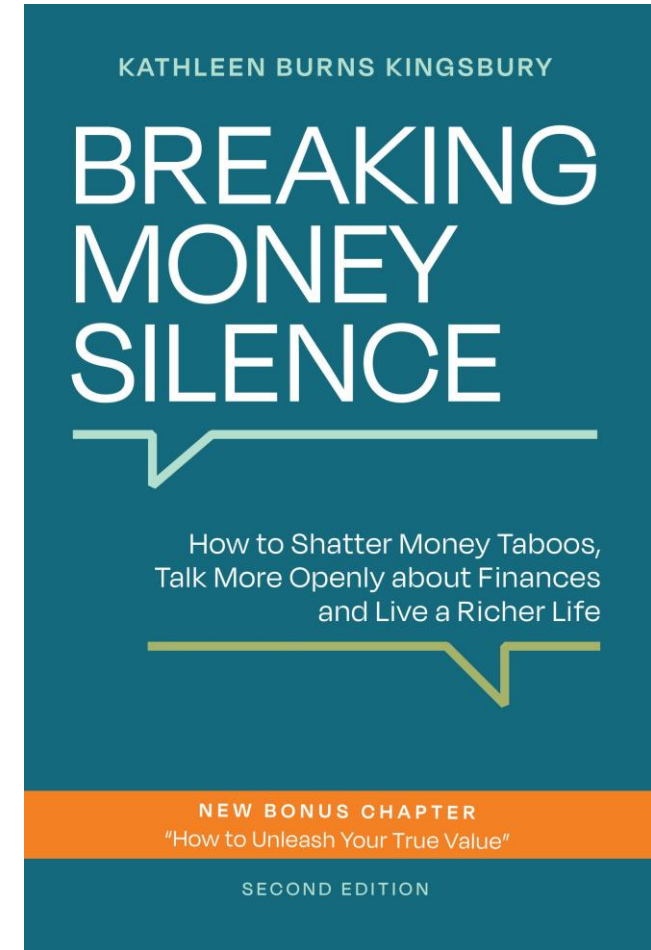
PRACTICE, NOT PERFECTION



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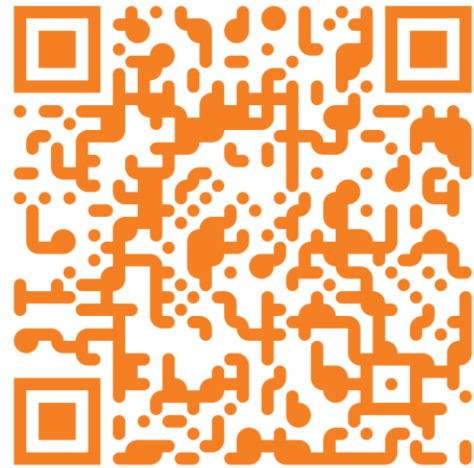
TAKE ACTION!

- Start a “True Value” Journal
- Identify superpowers
- Practice value statements
- Get a copy of the book

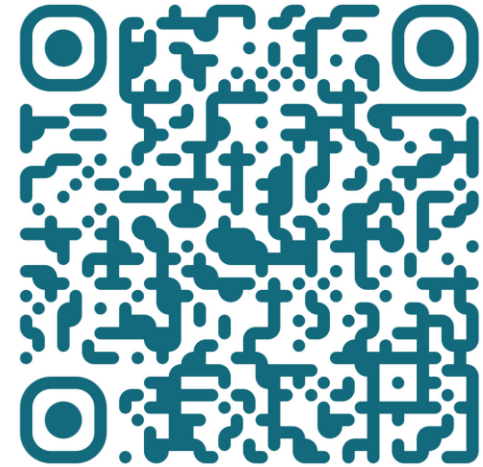


KBK WEALTH CONNECTION IS HERE TO HELP

**SUCCESS MINDSET
CHECKLIST**



SCHEDULE A CALL



ULTIMATELY, I WANT YOU TO...

Build more confidence

Communicate your value

Earn more!



Thank you!

kbk

Website: kbkwealthconnection.com
LinkedIn: [@kathleenburnskingsbury](https://www.linkedin.com/company/@kathleenburnskingsbury)