

Issue 11.2003

# COACH

A News Update From The Strategic Coach®

## Special Unique Ability® Issue

Discover The Fundamental  
Relationship: *the fit between your  
ability and the world's needs.*

Identify your 10 Best Habits™.

Find out how one entrepreneur  
made a big impact just by  
being herself.

THE  
STRATEGIC  
COACH®



## A note from Dan



In 1967, I came across a piece of 2000-year-old advice from the philosopher Socrates: *Know thyself*. The secret to happiness in life was to know yourself. I spent the next 20 years figuring out what that meant for me and came up with an answer that has been very useful for many other people as well: *Unique Ability*.

Each of us is born with a potential Unique Ability that has four characteristics: First, it's a superior skill that other people notice and value. Second, we love doing this activity and want to do it as much as possible. Third, the activity is energizing both for us and others around us. And fourth, we keep getting better, never running out of possibilities for further improvement.

Unique Ability can lead to creativity, innovation, improvements, and breakthroughs in every area of life. I see this working in the lives of thousands of individuals around me — those who have focused on a superior skill that they love doing, that's always energizing, and at which they're always improving.

This time of year we often try to make others happy by buying them gifts, or we try to become happy ourselves by inventing radical resolutions for the coming year. But happiness isn't found in new objects or personal rules. Real happiness comes from the knowledge that you're fulfilling your purpose. That's what using your Unique Ability gives you. So we've devoted this issue of our newsletter to helping you better understand the concept of Unique Ability, and perhaps you will even come to some new realizations about your own.

A handwritten signature in black ink that reads "Dan Sullivan". The signature is fluid and cursive, with a large, sweeping "D" at the beginning.

# The Fundamental Relationship

## **Your amazing potential.**

There's something amazing about you. The world just might not know it yet. You might not know it yet. Many people live quite accidentally, never discovering or fully utilizing their natural gifts because they don't find the proper outlets for them. Like everyone, you have natural talents that you feel passionate about — so natural, in fact, you may not realize that they're special. These inner components are one aspect of Unique Ability. Only when these find an outer expression in the world can they truly become Unique Ability. By definition, Unique Ability works. It solves problems for others, contributes to their development, or adds to their enjoyment of life. Your capabilities create a unique experience for others that they can't find anywhere else. This is so valuable to certain people that they'll be willing to give you rewards for it, such as money, recognition, and new opportunities. We call this fit between your abilities and the world's needs "The Fundamental Relationship."

## **Luck is a skill.**

Some people are lucky enough to fall into the right relationships. But The Fundamental Relationship between you and the world actually starts with you. You make it happen. You'll generate your own luck when you consciously identify your Unique Ability and seek out the target audiences for whom it creates the most value.

## **Distribution channels.**

Consider the ways your skills reach their target audience as "distribution channels." By naming exactly what you're delivering and thinking about the target audience for whom that's valuable, you'll immediately begin to see distribution channels through which you can deliver your abilities. This clarity can help you streamline and strengthen your existing efforts, or expand into new areas.

## **The world as your playground and school.**

The best situation is having the world fund your development as you spend more and more time doing what you love for an audience that appreciates what you do. This is exactly the life you can lead when you put your inner gifts out into a world that's hungry for talent, originality, and capability. By expressing your Unique Ability, you'll experience new levels of personal confidence, satisfaction, and happiness.

# Your 10 Best Habits™

## **Go with your habits.**

Your passion for using your innate talents has moved you to act in certain ways in the past. When you found ways of acting that got the results you were after, you were likely to repeat those actions. Over the years this repetition formed your personal habits. When you become conscious of these effective habits, you can learn to operate better as the person you are, and help others know how to work with you best.

## **“Good” and “bad” habits.**

“Bad” habits are simply those behaviors that run counter to your commitments. “Good” habits are those which deliver results for you, so your efforts are better spent expanding these (which, ultimately, will crowd out the bad habits). Articulating the very best of these — your 10 Best Habits — creates a picture of who you really are. Your need to do things in this way highlights what’s important to you. Others count on these qualities in you and appreciate them.

## Your 10 Best Habits Exercise

### **Name your habits.**

Writing down your 10 Best Habits is a great way to start recognizing your Unique Ability and will help you see how you achieve your best results. On a sheet of paper, write a draft of what you think your 10 Best Habits might be. You can revise this list as often as you like, but start by writing it out. This is much more effective than just thinking about it.

### **You can discover your 10 Best Habits by asking:**

- “What do I always do?”
- “What’s most important to me when taking action, making decisions, or relating to others?”
- “What do I do that consistently works and requires very little outside motivation or direction?”

You might want to ask others who know you well what they think your best habits are, or what they count on you to consistently provide.

### **Strengthening your habits.**

As the saying goes, “Ride the horse in the direction it’s going.” Turn your natural instincts into results. How can you make the most of your 10 Best Habits? Here are two suggestions:

- **Put systems in place to help you use these habits as often as possible.**
- **Communicate your 10 Best Habits to your associates, friends, or colleagues and support them in discovering their own.**

Unique Ability® Profile:

# Tracy Quinton



Tracy Quinton is a successful entrepreneur in The Strategic Coach Masters Program. We asked her recently what focusing on Unique Ability has done for her business.

## **Organizations have a Unique Ability.**

Tracy's whole company is better packaged, she told us, because now her team can articulate The Quinton Group's Unique Ability. Quite simply, they have "the ability to get teams to work together to achieve results. Before, clients would say, 'We trust you, we hired you, and we see what you can do, but we have a really hard time describing how you do it,'" Tracy said. Now clients have an easy job of understanding the work The Quinton Group does and appreciate the result. And it's easier to refer the company to others, too.

## **Confidence and results through Unique Ability.**

Tracy has also been able to get personally focused. "Okay," she told her team when she'd pinpointed her Unique Ability, "this is all I want to do. This is what I do well, this is what I love, and this is what gives me energy." She then built a team to support her in doing just those things. Sometimes, she said, they're even better at protecting her Unique Ability than she is.

## **The result.**

"I'm a lot happier, no matter what. I have a lot more confidence. I could fool you before, but now my inner confidence is a lot stronger. And it's a lot easier for me to say 'no.' Before, I would take business, thinking 'It's not really what I want to do, but I'll do it.' Now, I can say, 'This is how we do it. You can get on the page with us, or we don't do this work.'"

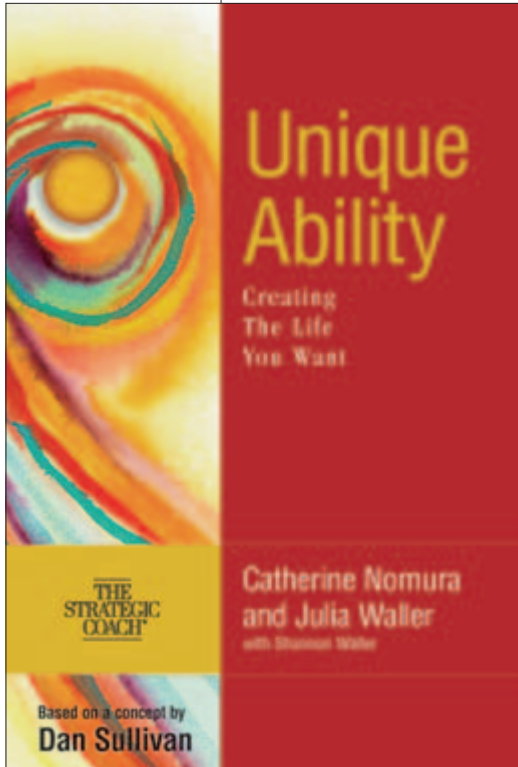
This ability to be straight with people is one of Tracy's core strengths. By trusting her talent and instincts, she can "ask hard questions no matter what, and say things no one else is willing to say," often going into difficult first meetings with people who are resistant to help, and getting them to open up in ways that seem magical to others. How does she do it? "I don't know. I'm just in the room."

## **It takes time.**

This "second nature" quality can make it challenging to see and name your Unique Ability. "It took time to get here. I thought, 'Everyone sees these things. Everyone reads people. Don't you see that, too?'" But after asking others who knew her for their insight into her Unique Ability and working to refine it, Tracy now knows exactly what she does so well. "And," she said, "I'm never going back."

# Unique Ability®

## Creating The Life You Want



The Strategic Coach will soon be releasing its most comprehensive work on Unique Ability to date. This new book, *Unique Ability: Creating The Life You Want*, outlines a complete process for identifying your Unique Ability and letting it direct and enrich your progress in life. This book makes the concept and application of Unique Ability available to everyone for the first time. Based on over 20 years of working with top-achieving entrepreneurs, and building a highly successful Unique Ability organization, *Unique Ability: Creating The Life You Want* contains all the background philosophy and practical exercises you need to help you unlock your most powerful and valuable abilities.

\$35US

\$45CDN

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**Special Offer!** Mention the *COACH* newsletter when you place your order and receive \$5 off each book you purchase. Contact our Knowledge Products Team at 1.800.387.3206 or [orderinfo@strategiccoach.com](mailto:orderinfo@strategiccoach.com) for more information.

## About The Strategic Coach®

The Strategic Coach Inc. provides lifetime focusing programs for highly successful entrepreneurs. At the present time, over 3,000 participants from 60 different industries worldwide are enrolled. The Programs helps them to simplify their lives, increase their income and savings, enhance the quality of their personal lives, and focus on their Unique Abilities. The Strategic Coach also publishes books and audio sets by co-founder/president/coach Dan Sullivan. These Knowledge Products™, developed over the past ten years within the context of The Strategic Coach Program, include *The Great Crossover™*, *The 21st Century Agent™*, *How The Best Get Better™*, *The D.O.S. Conversation™*, *Learning How To Avoid "The Gap"™*, and *The Great Value Creator Escape™*. **For more information, visit [www.strategiccoach.com](http://www.strategiccoach.com).**



## Our new format

In the past, you may have received our Strategic Seasonings newsletter. This issue picks up where the last left off, but unveils a new look and a new title. Welcome to *COACH!*

## Special Unique Ability Issue

Imagine discovering a secret that allowed you to do what you love, make a great contribution, and get extraordinarily well paid for it.

That secret is called “Unique Ability,” and the best news is that you already have it.

**Read on to learn more about your most valuable personal resource.**

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**Is your address correct?** If your current name or address changes, please notify us by phone, fax, or e-mail.

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