



Get Sold on Yourself!

Companion Workbook

A practical space to reconnect with
your strengths, instincts, energy, and natural edge.



*Your edge was never lost.
You simply lost temporary access to it.*



Something Feels Off

The first step back to your Power Zone

Notice, don't diagnose

You already know when something is off. You may be second-guessing more, pushing harder, or feeling less like yourself. This page is about noticing what changed.

- ☐ Decisions take longer or I second-guess choices that once felt natural.
- ☐ I am still performing, but it takes more effort than it used to.
- ☐ I am editing myself more - my pace, voice, ideas, instincts, or personality.
- ☐ Pressure, targets, or expectations are changing how I show up.
- ☐ I feel less energized by work that used to pull me in.
- ☐ I am carrying things I could trust other people to own.
- ☐ I am reacting more and creating less space to think.
- ☐ I know I am capable, but I do not feel fully like myself right now.

Reflection

What feels most different from when you were at your best?

Name the shift

If you had to describe what is off in one sentence - without fixing it yet - what would you say?



Your Natural Edge

Who you are at your best

Look for what is natural

Your strengths can feel ordinary to you because they are the things you do without having to work so hard at them. Look for what is natural, not what sounds impressive.

What comes naturally?

What do you see, do, decide, create, influence, or solve faster or more instinctively than many people around you?

What do people rely on you for?

Think beyond your job description. What do people consistently come to you for?

What have you edited out?

Which parts of you have ever been called too much, too fast, too intense, too direct, too complicated - or otherwise encouraged to be dialed down?

Your inner gold

Which of those qualities may actually contain some of your inner gold?



Energy & Environment

What fuels you - and what quietly drains you

Your environment matters

Your environment can either give you easier access to your strengths or make you work much harder to reach them.

What gives you energy?

Work, conversations, people, places, pace, or activities that make you feel more like yourself.

What drains it?

What repeatedly leaves you depleted, irritated, scattered, or flat - even when you can do it well?

Where are you most yourself?

Think about the conditions around you when your thinking, confidence, and instincts seem to flow.

One shift

What is one environmental shift that would make it easier to access your natural best this week?



Pressure & Performance

How you show up when results matter

Pressure reveals access

Targets, rejection, changing conditions, and high expectations do not create your strengths, they reveal how easily you can still access them.

- ☐ I believe in the value of what I am selling, building, or leading.
- ☐ I can hear no or face a setback without making it mean something about my capability.
- ☐ I adapt to changing customers, markets, or priorities without abandoning how I work best.
- ☐ I use my strengths intentionally when the pressure rises.
- ☐ I know when pushing harder is useful - and when it is simply costing me energy.
- ☐ I can stay confident in a high-stakes conversation without performing a version of myself.
- ☐ I make room for instinct and experience alongside data and expectations.
- ☐ I can pursue ambitious results without making the number my identity.

Under pressure, I tend to...

What changes first when the stakes rise: your pace, confidence, communication, decision-making, energy, or trust in yourself?

Performance without losing yourself

What would strong performance look like if you did not have to lose yourself to achieve it?



People & Leadership

Your impact on the people around you

The 360-degree advantage

The more you understand your own strengths, the easier it becomes to value people who see, think, and work differently. That is how a team becomes more complete.

- ☐ I recognize and appreciate strengths in others that are different from mine.
- ☐ I make it safe for people to speak up, disagree, and offer another perspective.
- ☐ I delegate to people I trust instead of holding on because I would do it differently.
- ☐ I give people room to do more of what they naturally do well.
- ☐ I communicate what matters instead of expecting people to read my mind.
- ☐ I notice when one of my strengths is becoming too much for the moment.
- ☐ I can adjust how I show up without pretending to be someone else.
- ☐ I am building the kind of team and culture I would want to be part of.

Your 360-degree view

Who around you sees what you do not see? Where could a different strength or perspective improve the result?

Trust the strengths around you

What might change if you trusted the strengths of the people around you as much as you trust your own?

Your Power Zone

Where it all comes together

Return, don't reinvent

Your Power Zone is not a place you achieve. It is the way you operate when you have access to the strengths, instincts, energy, and self-trust that are already yours.



When I am at my best...

How do you think, decide, communicate, lead, sell, or create?

What needs to come back?

Name the strength, instinct, behavior, boundary, environment, or part of yourself you want to stop editing out.

The clues I want to remember

What patterns have shown up across these pages?



Your Edge From Here

A few decisions can make a big difference

Keep it small

You do not need a reinvention plan. Choose a few shifts that give you easier access to what is already there.

I want to do more of...

One strength, behavior, activity, or way of working I want to use more intentionally:

I want to do less of...

One thing I am pushing, carrying, tolerating, or overusing that I can reduce:

I want to trust...

One instinct, decision, person, or strength I am ready to trust more:

My next small shift

What will I actually do differently in the next seven days?

Your edge was never lost.

You simply lost temporary access to it. Now you know the way back.