

# When doesn't have the answers

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I was recently working with a client who was battling to answer a series of probing questions to establish her **personal differentiator**. After much discussion in our session, she asked if she could consider the questions and get back to me at our following session, to which I agreed.

At our next session, with a broad smile on her face, she stated:

“Not even Google could help me answer your questions! I asked Google your exact question, and it had no answer. I had to think of the answer myself.”

## **What is your personal differentiator?**

Your differentiator is what makes you different from other people within the business who have the same or similar skill set. Knowing your differentiator helps you to stand out in business. At Routes Coaching, we delve into establishing and articulation your personal differentiator as part of the Personal Branding Coaching process.

## **What is your company really buying from you?**

This is the question I posed to my client. Sounds easy enough, right? Most people answer time and skill set. Well, yes, but that does not differentiate you from the next person.

To me, that is a tick-the-box exercise. Answering this question is the first step in understanding the value that you offer to your company, over and above your time and skills. Your company can probably answer this question better than you can! If you don't know the value you bring to the table, how can you be sure you are delivering on what is expected of you?

So, some food for thought... and don't try to Google it!