

# **BECOME A VALUE-DRIVEN PROFESSIONAL**

## *3-Day Challenge*

### **WORKBOOK**

**YOUR PERSONAL WORKBOOK TO  
GUIDE YOU THROUGH  
CHRISSANNE'S 3-DAY CHALLENGE  
PROGRAM**





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SEE YOURSELF AS  
AN ECONOMIC  
PRODUCT ON THE  
OPEN MARKET



Day 1

# SELF-REFLECTION



What do you say about yourself when you show up and connect that your resume can't?

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How do others (as in, the marketplace) see you?

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How do you see yourself in the marketplace?

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What specific value do you bring to the table? What is your Unique Value Proposition or USP (unique selling proposition)?

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Day 1

# PONDER THIS



What will a Google search reveal about you? Think about what you might find when you open up a new tab and Google your name. When you do this, you'll want to include the city, or maybe the company you work with, so you can filter the results to be specific to you.

Once you have a clear picture of the kind of results you're going to find when you do this activity, take action!

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Google yourself. Look at the results. You'll likely see some directory sites, or your voter records, but when you drill down to YOU, what are the actual results that appear? What is relevant to who you are today? What would someone else who Googled you discover about you? What kind of person would they see you as?

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Day 1

# GROWTHWORK



Okay, you completed the activity. You took action. Stop and congratulate yourself for following through! Now, this next set of questions--your very first Growthwork assignment--will help you gain clarity on how you can position yourself (or step into how you have already positioned yourself) as a value-driven professional.

Are you already someone people want to instinctively invest in?

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What do you offer that no one else can, or does?

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How are you positioning yourself in your current work as a value-driven professional?

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*Day 1*

# GROWTHWORK



Where do you think you might need to spend some time working on how you are (or are not) positioned where you want to be to achieve your goals?

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*Day 1  
Complete!*







HAVE A BIAS  
TOWARD  
ACTION





When it comes to growing your business, do you have specific goals?

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Do you know what actions are required to help you achieve those goals? List them!

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When you look at the last 5 days, can you see the actions you have taken to get you closer to those goals? Or have you spent this week reacting, instead?

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Do you have systems in place to help you track and manage the progress of your actions?

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If you have a team, are they aware of your growth goals?

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Is everyone committed to the actions that will help your organization achieve those goals?

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Something to keep in mind as you're exploring these questions and completing your Growthwork in your workbook: *Busy usually means you're working "in" your business, which is important, especially when you're just starting out, or if you're a solopreneur.* But a bias toward action means more than just "doing what needs to be done in the moment." It means creating a habit of being intentional and focused primarily on the actions that will help you achieve your goals, and ultimately, grow - yourself or your business - or both!



Day 2

## PONDER THIS



How do you feel about taking action? Do you know what you need to do next?

As your strategic growth coach, I don't want to just leave you with a problem and not help you start solving it! Use this space to organize your thoughts!

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Day 2

**DO THIS NOW**



Use [This Link](#) to download the Goal Setting Worksheet from Don Miller's course - Hero on a Mission. It's designed to help you gain clarity about your purpose and goals. Without clarity, action can turn into motion, so if you're needing help in that area, click [This Link](#) to enroll in the Hero on a Mission course for FREE today!

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YAY! You're doing a great job! I am proud of you for being willing to take the action required to complete this challenge. Each step you take will help you get closer to your goals, and each step you don't take will just delay the process. When you decide you're going to take action to help you grow your business, here is a checklist of things you'll want to have to help you get there.

A clear personal mission statement

Company Guiding Principles and/or a Mission Statement written and visible.

A digital dashboard that allows you to quickly assess **revenue**, **profit** and **leads** for your company

A communication plan that includes a **controlling idea, a problem statement that your company solves, and the stakes.**

Marketing collateral with a clearly defined message

A Marketing Plan

A Sales Funnel



BE  
RELENTLESSLY  
OPTIMISTIC  
AND HAVE A  
GROWTH  
MINDSET





What areas do you need to work on to help you set yourself up for greater success? Rank these on a scale of 1 to 5

	Need to Work On		Neutral	I Feel Confident In	
1. Asking for Help	1	2	3	4	5
2. Receiving Criticism	1	2	3	4	5
3. Approaching New Tasks	1	2	3	4	5
4. Taking on Different Roles (Delegating)	1	2	3	4	5
5. Eagerness to Learn New Skills	1	2	3	4	5
6. Building on Failure	1	2	3	4	5
7. Learning to Adapt With the Times	1	2	3	4	5
8. Openness to Change	1	2	3	4	5
9. Exploring/ Experimenting with New Things	1	2	3	4	5
10. Embracing Challenges	1	2	3	4	5





Day 3

## PONDER THIS



The phrase "This might not work" has been a part of my journey since I read Seth's blog (it's part of your Growthwork) in 2013. These 4 words should become a part of your daily life. Because what I want you to begin to understand, as an entrepreneur, is this: You are an artist, you're creating what you hope will someday be a masterpiece. It's your heart and soul that you're pouring into your work, and it's important that you don't get stuck thinking it's not good enough. It is, because it's yours.

The key is in understanding that today's iteration of your work isn't the only iteration. With your eternal optimism and your growth mindset, you must be prepared to continue growing your art, because that is how success is achieved. No matter what you might think, there's more unpublished work, more failed businesses, more footage on the cutting room floor, than there are blockbuster hits. But the greats didn't quit when something flopped. They kept learning, growing and building.

That's what I want you to do!

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Day 3

## DO THIS NOW



Read this article: [“Carol Dweck: A Summary of Growth and Fixed Mindsets”](#)

Make sure to watch Carol Dweck’s TED Talk:  
[“The Power of Believing that you can Improve.”](#)

Next, read [This Article](#) from Seth’s blog

*Notes*

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Day 3

## GROWTHWORK



### Journal Exercise:

Moving forward, how will you integrate cultivating a growth mindset in your day-to-day life? Take some time to write down how you plan to develop a stronger growth mindset that will lead you to personal and professional growth.

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Day 3  
Complete!





# Conclusion

The key is in understanding that today's iteration of your work isn't the only iteration. With your eternal optimism and your growth mindset, you must be prepared to continue growing your art, because that is how success is achieved. No matter what you might think, there's more unpublished work, more failed businesses, more footage on the cutting room floor, than there are blockbuster hits. But the greats didn't quit when something flopped. They kept learning, growing and building.

That's what I want you to do!



**CHRISANNE  
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