



# ODF INDIE CONSULTANT SERIES

## STAND OUT TO WIN

December 10, 2024

Julian Chender, Richard Thayer, Kate Dixon

# ODF INDIE CONSULTANT SERIES

**Business &  
Financial  
Structures**  
MARCH

**Contracting for  
Success**  
JUNE

**Effective  
Project  
Resourcing**  
SEPTEMBER

**Stand Out  
to Win**  
DECEMBER

WE ARE HERE



# DEFINING YOUR NICHE, IDEAL CLIENT, AND BRAND

- Scoping out your niche
  - What do we mean by “niche”?
  - Why your niche matters
  - Narrowing in on the problems you solve
- Identifying your ideal client
  - Who are they?
  - What do they want, and what are *they* solving for?
- Clarifying your consulting brand
  - What results will your clients get with you?
  - Features vs. benefits
  - Testimonials



# YOUR CONSULTING BRAND



## PRINCIPLES

Principles are what you stand for, and reflect who you *are*



## SUPERPOWERS

Superpowers are what you're great at; they're about what you *do* well



## CONSULTING BRAND

Your Consulting Brand is how you want to be known to others as a consultant

# BRAND WORKSHEET + SMALL GROUPS

## MY CONSULTING BRAND

### principles

To know yourself, you need to know which Principles — the things you stand for — are most important to you. Please write several Principles that align best with your true self in the box below. If you need help, see the Principles Examples on the next page. You'll know you're on the right track when you fill in the "I stand for..." statement, and it rings true!

I stand for \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ in everything I do.

### superpowers

Your Superpowers — what you're great at — are an important part of your personal brand. Please write several Principles that align best with your true self in the box below. These are action words. If you need help, see the Principles Examples on the next page. Use your top 3 favorites to fill in the "I want clients to know that I..." statement. If it doesn't feel right, experiment with your other Superpowers until it does.

I want clients to know that I \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

### brand statement

Now it's time to bring everything together to create your Consulting Brand Statement. Using the Principles and Superpowers from the exercises above, fill in the blanks in the sentences below to get inspiration for crafting your brand statement.

When I \_\_\_\_\_, I bring \_\_\_\_\_ and \_\_\_\_\_ to my team/customers/clients.

I am a \_\_\_\_\_, \_\_\_\_\_-er.

One way I do things differently than other people is by \_\_\_\_\_ with \_\_\_\_\_.

Use the box below to draft your Personal Brand Statement. You'll probably want to make a few different drafts, so you might need extra paper! And when you're done, say it out loud, and share it with friends and family. You're AWESOME!

## PRINCIPLES & SUPERPOWERS EXAMPLES

### principles

Below is a list of Principles to get you started. If there's something you stand for that's not on this list, add it!

Abundance	Cooperation	Focus	Persistence
Accountability	Courtesy	Friendship	Philanthropy
Achievement	Decisiveness	Fulfillment	Positivity
Action	Dependability	Fun	Power
Adventure	Diligence	Happiness	Preparedness
Authenticity	Dynamism	Harmony	Respect
Autonomy	Economy	Helping Society	Self-control
Balance	Effectiveness	Honor	Self-reliance
Belonging	Efficiency	Humility	Serenity
Boldness	Elegance	Impact	Service
Carefulness	Equality	Innovation	Simplicity
Clarity	Excitement	Intuition	Teamwork
Comfort	Exploration	Joy	Trustworthiness
Community	Fairness	Leadership	Truth
Competency	Faith	Learning	Usefulness
Competitiveness	Family-orientation	Loyalty	Vitality
Contribution	Fluency	Optimism	Wisdom

### superpowers

Superpowers are things you're great at, like analyzing sales trends, managing high-end construction projects, and throwing a curveball for a strike. Below is a list of verbs that could appear in your Superpowers. This list is meant to inspire, rather than to include everything.

Accelerate	Coordinate	Initiate	Reinforce
Achieve	Customize	Instruct	Research
Adapt	Develop	Integrate	Resolve
Advocate	Dispatch	Invent	Return
Aid	Display	Launch	Review
Analyze	Ease	Listen	Revitalize
Answer	Educate	Map	Select
Arrange	Endorse	Negotiate	Simplify
Calculate	Examine	Optimize	Streamline
Catalogue	Exceed	Overhaul	Structure
Coach	Extend	Produce	Summarize
Complete	Generate	Program	Survey
Construct	Implement	Propose	Teach
Consult	Improve	Provide	Validate
Convince	Influence	Recommend	Volunteer

# TOP TIPS

## 1. Niche matters

- If you "do everything," you're un-refer-able
- Narrowing your niche allows you to differentiate your business, focus your efforts, and create a clear target for the right clients to find you

## 2. Know your ideal client

- To win more business, you must understand the clients you're best for. Who are they? What do they need? Really get into it!

## 3. Understand what makes you unique

- You have a one-in-a-million combination of principles, superpowers, and experiences
- How will you apply your uniqueness to solve your clients' problems?

## 4. Be clear, and be bold

- Make sure your *all* of your external communications reinforce your consulting brand and highlight your ideal clients and the problems you solve
- Shout it from the rooftops!



# WANT MORE?

Come to Kate & Julian's half-day ODF Pre-Conference session:

## **Designing Your Own Organization Design Business: Building Your Premium OD Practice**

We'll cover:

- Crafting your unique value proposition
- Mastering project scoping
- Pricing for maximum value
- Strategic partnership development

...and much more!

Watch for additional info when the ODF Conference is announced!