

THRIVING IN UNCERTAIN TIMES  
SELLING "YOU, INC."

# STAR POWER

CREATED BY ALDEN DAVIS



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MyValueTree.com



Coming to you *LIVE* from Avon, CT, USA



# Outcomes

- **Turn turbulence into personal advantage**

Why is this topic of interest &  
What do you want from it?

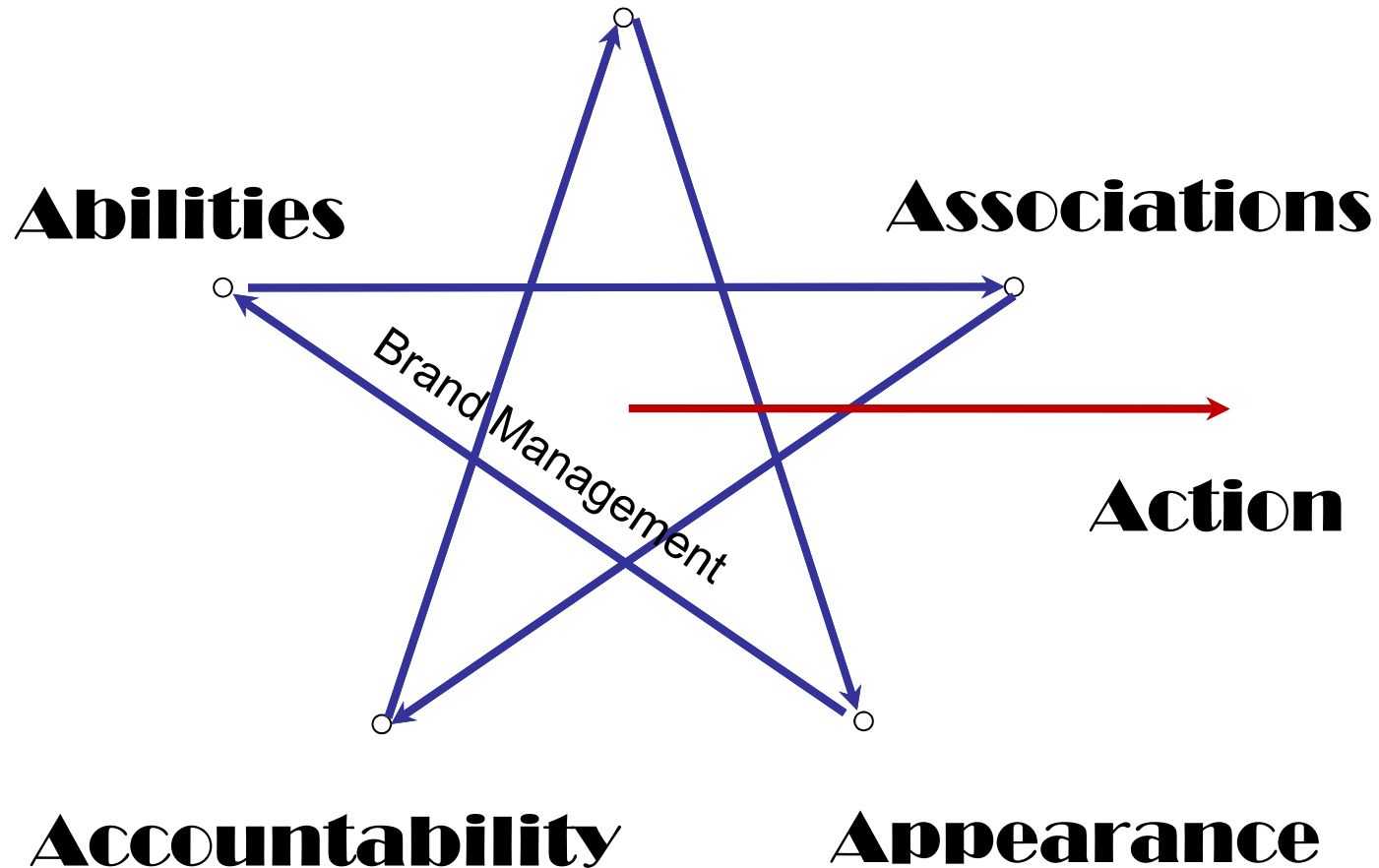
- **Feel encouraged about your future**

- **Get into action with STAR  
POWER**



# **STAR POWER SYSTEM**

**Aspirations**



# Opening Comments

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STAR POWER is about Action!

9% recorded unemployment as high as 16% will not phase or deter us!

Our lives are not on hold during this economy!

You are going to make career decisions and personal vision will bring you through the contracting environment!

The only place there is a recession is in our heads!

Ramp-up what's working!

STAR POWER is about thriving in these uncertain times!

STAR POWER is my story. 6x in 29

STAR POWER is all about selling

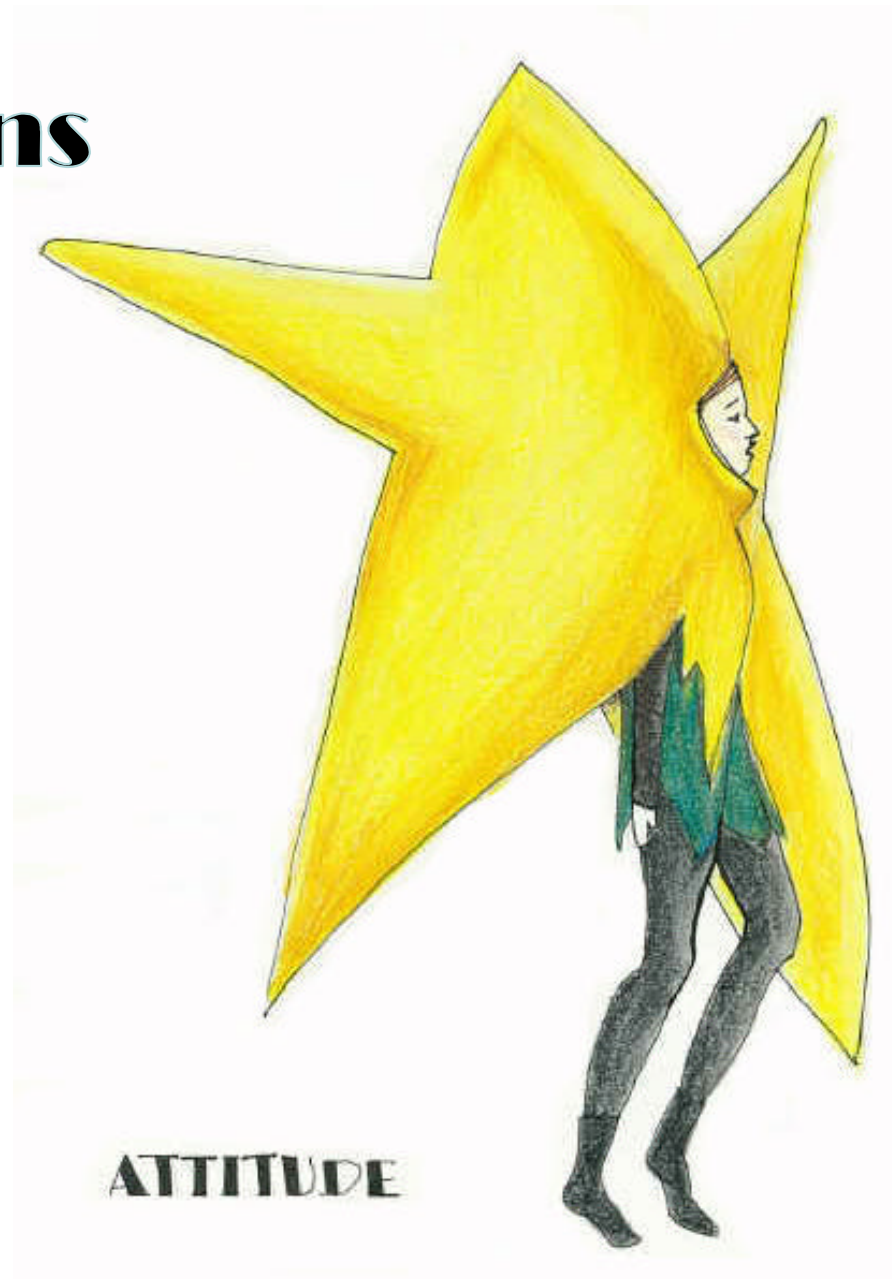




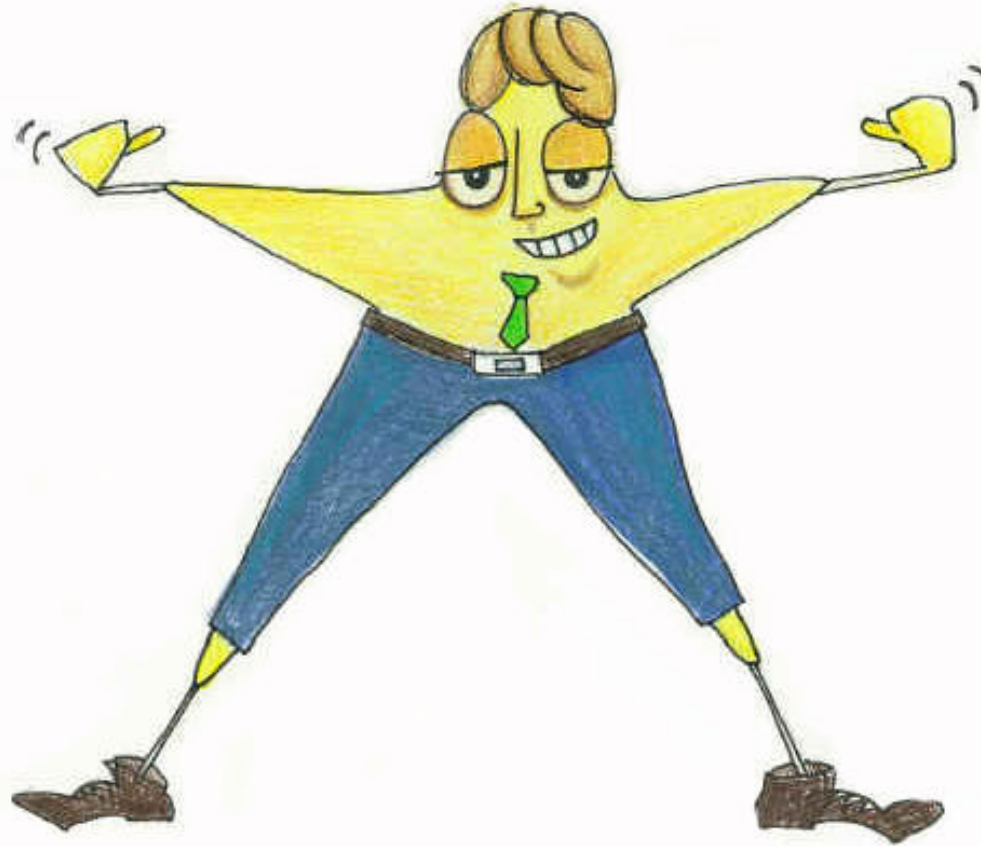
# Aura

## Aspirations

- Beliefs + feeling
- Honesty
- Transferring a feeling
- Solution to a problem
- Positive believer vs. positive thinker



**Do you believe this is important?**

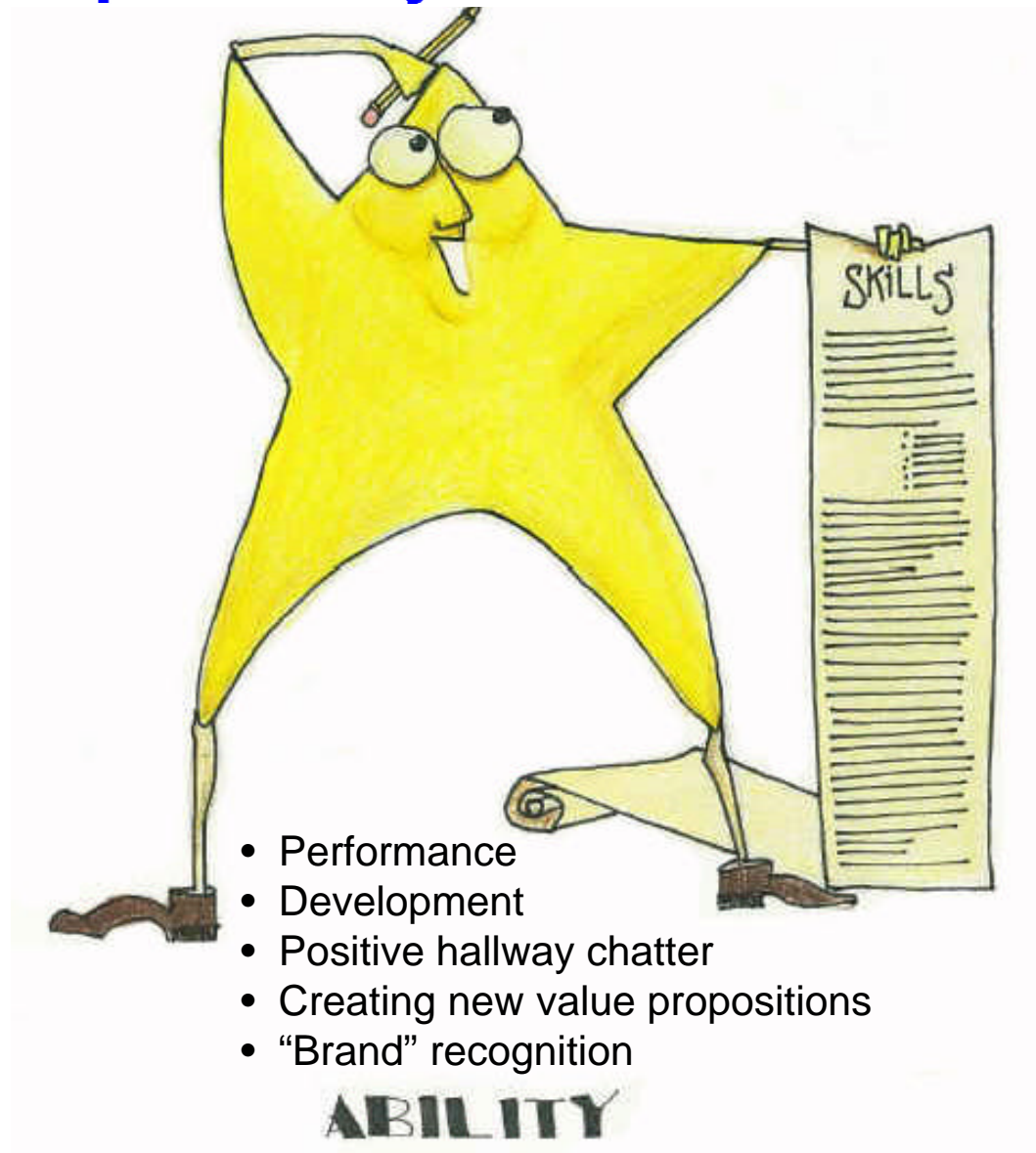


- Giving my name indicates self-esteem
- 4 sec. introduction...name, hand shake, "how do you do?"
- 30 secs. locks in & justifies 1<sup>st</sup> impression

**APPEARANCE**  
**Energy**



# Have you perceived yourself as a brand?

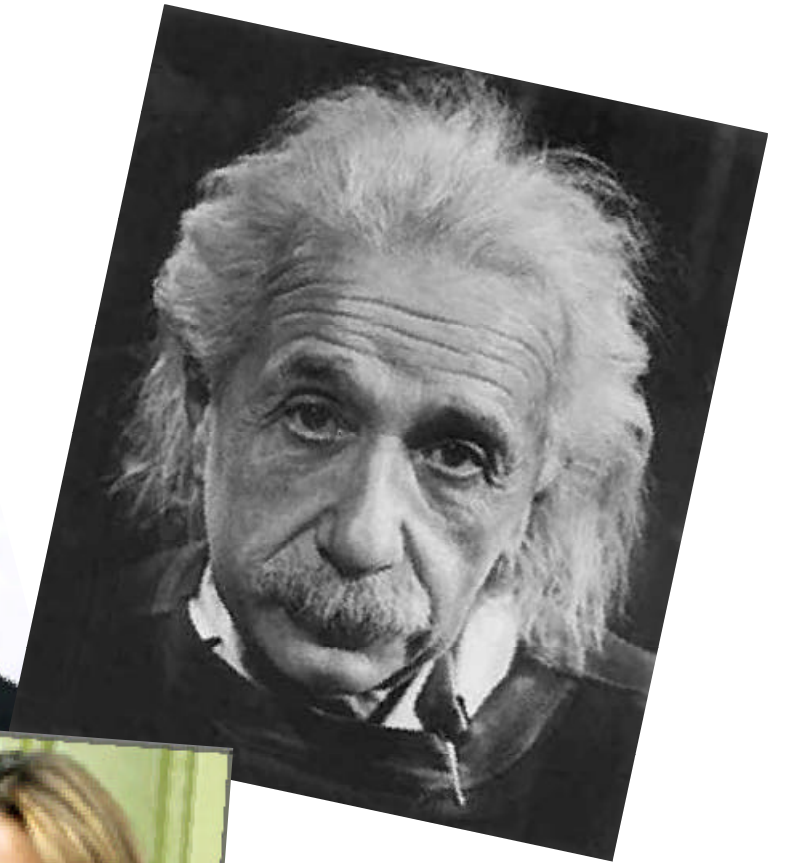


## 1<sup>st</sup> Break all the Rules

- Skills
- Knowledge
- Talent

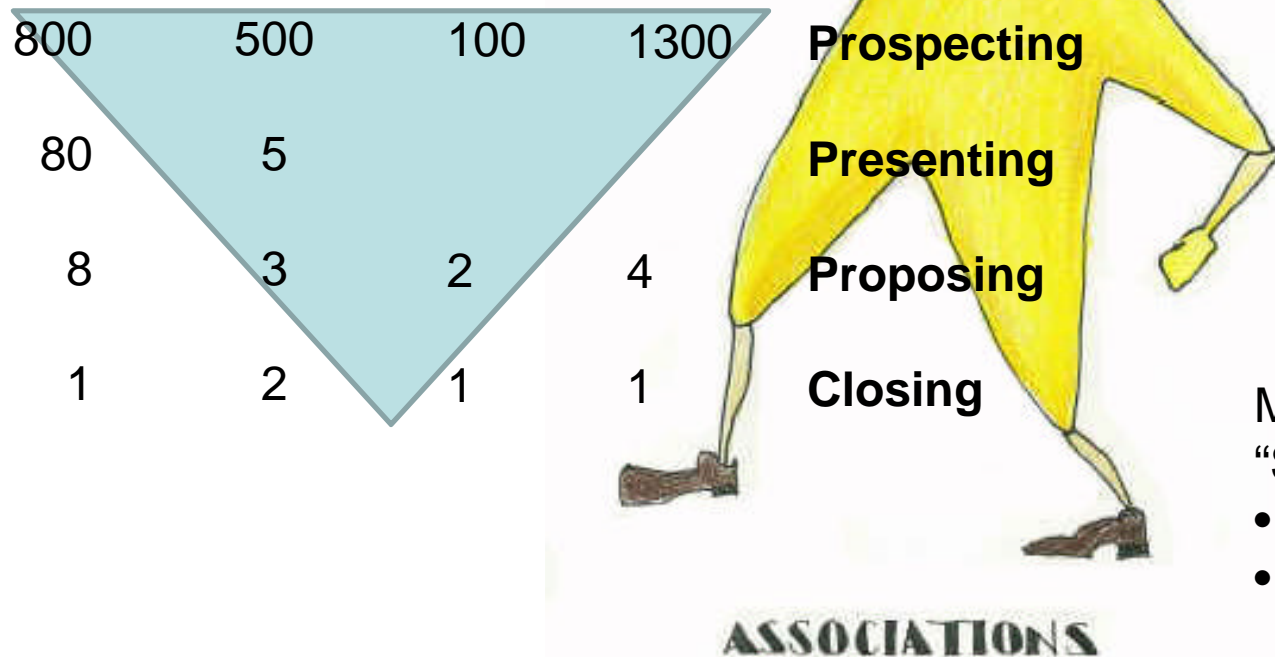
- Performance
- Development
- Positive hallway chatter
- Creating new value propositions
- “Brand” recognition

**Style + Performance = Brand Recognition**



## How have you built networks?

- Professional associations
- Non-profit help
- LinkedIn
- Facebook
- Local events
- Find the “connectors”
- Walk your value-stream network



Mark Granovetter

“Strength of weak ties”

- 56% personal contact
- 56% , >1x yr but <2x week,
  - 28% < 1x yr

- Ed Locke  
“goal setting positively impacts  
performance”



- Finances
  - Metrics
  - Plan
- Writing goals down
  - Sending the goals to a friend
  - Giving accountability reports to a friend





“But, Alden, you just don’t understand.  
I would love to do this, if only...”

# **The Power of Reframing**

**From**

**What is YOUR “if only”? Reframe it!**

**To**

**‘If only I had  
enough money.’**

**“I haven’t figured out how  
to find new sources of  
money.’**

**‘If only I had  
business cards.’**

**‘I haven’t made getting  
cards a priority yet.’**

**‘If only my goal was  
achievable’**

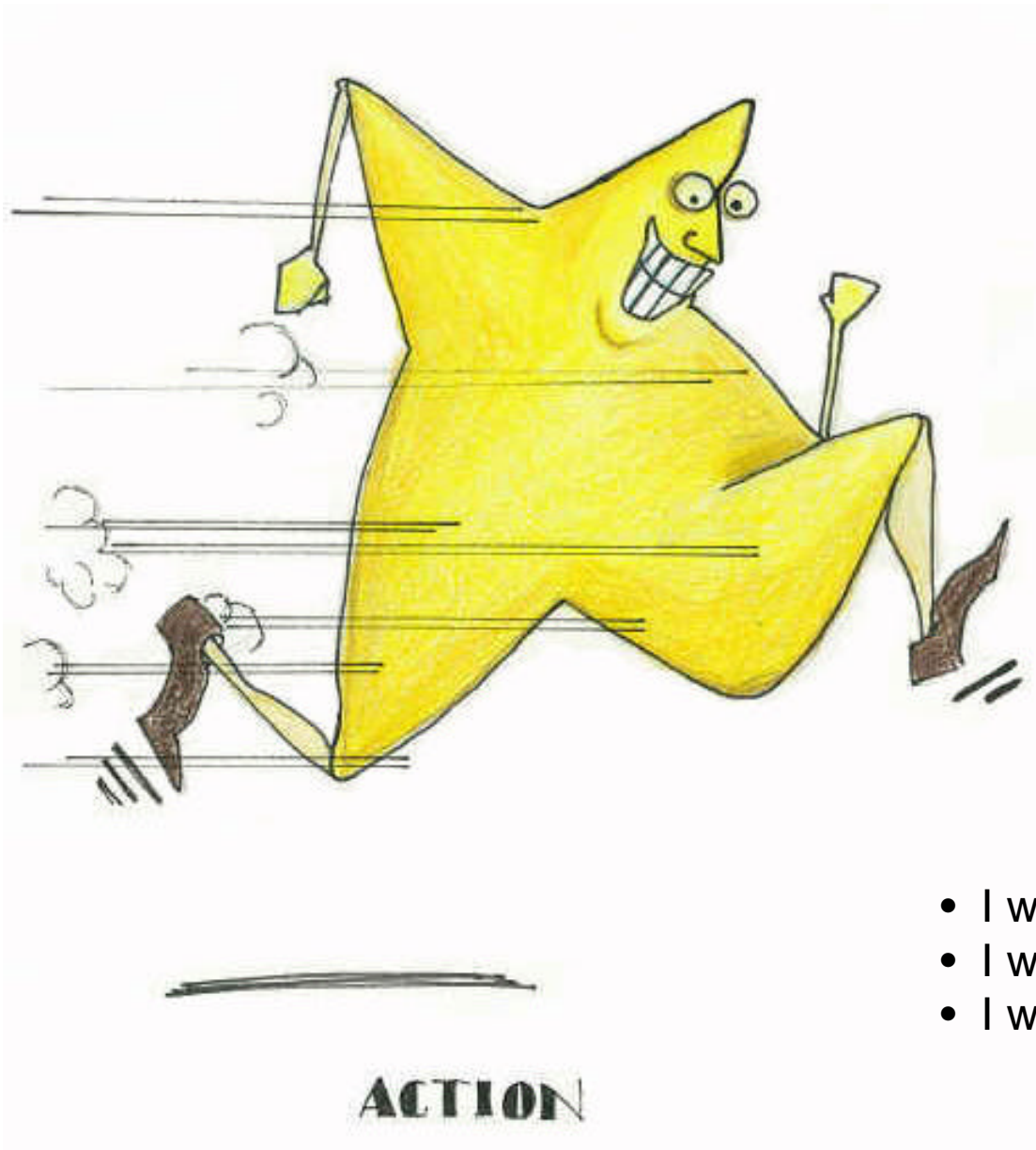
**‘I don’t have my goal broken  
into doable steps yet.’**

**‘If only I had enough  
resources’**

**‘Given my commitment, I  
need to adjust how I spend  
my resources.’**



## One area where your thinking changed ?



- I will vision it.
- I will plan it.
- I will do it.



**BRIGHT IDEAS**  
& NOTES

**Thanks for joining in  
and great success to you all!**

**For more on STAR POWER go to  
[www.MyValueTree.com](http://www.MyValueTree.com)**

