



Superpowers: Identify, Develop, Hone, Pressure-test, and Leverage



If there is any career that playing to your strengths is critical, it's sales. Our brains are wired for survival, so our default is to always be on the lookout for danger. It's no wonder we're experts at identifying the weaknesses and not the strengths in ourselves.

It's one thing to understand your strengths. It's another thing to have superpowers. A superpower is something in which you can have 100% confidence. It's a skill that can be put into play when trying to hire that sought-after sales professional, save an at-risk client, or negotiate a better deal with a partner.

In the next 4 minutes, I'm going to teach you how Identifying, Developing, Honing, Pressure-Testing, and Leveraging your superpowers will make you a better coach and leader.

Identify

You can't be successful if you don't have awareness about your strengths as a leader, and you certainly can't play to your strengths if they're still shrouded in mystery. Sometimes, your strengths are obvious to you and those around you, and other times, they aren't. What's important is that you uncover and understand what your leadership strengths are so you can turn them into leadership superpowers.

The first step is to identify the strengths you have. To help uncover these ask yourself the following questions:

- What leadership situations are easy for you, but hard for others?
- What do colleagues come to you for advice about?
- What strengths have others pointed out?
- What do you love about leadership?
- What parts of leading seem to come naturally?

Write down what you've identified as your superpowers.

Develop

Now you need to develop your superpowers so that you can have the confidence to put them in play any time you want.

Developing refers to something that has been

brought to a more advanced state through a GRADUAL process of growth.

Your superpowers probably started as strengths and gradually developed over time whether you intended it to happen or not.

Now look at what you wrote down as your superpowers. Think about how you've knowingly or unknowingly been developing them over the years. What different situations, conditions, or people have helped you develop your strengths into superpowers?

Write down how you think your superpowers have developed.

Hone

Now that you understand how your Superpowers developed, let's discuss honing your superpowers.

Honing refers to something that has been refined, perfected, or sharpened as a result of DELIBERATE effort and practice.

Ask yourself:

- What amount of effort are you willing to put into honing your superpowers?
- How many hours a week are you willing to dedicate to perfecting them?
- How will you go about practicing your superpowers?

Now I need you to get honest with yourself. Are you willing to put in ANY time or effort to hone your superpowers? IF the answer is YES, I want you to write down how you're going to practice and refine your superpowers, and then, I want you to write a number down. The number will represent how much time each week you will commit to honing your superpowers.

Pressure-Test

Now that our superpowers have been honed, we need to talk about pressure testing them.

Pressure-testing is a rigorous process designed to assess something's resilience.

For those of you who have ever competed at anything: sports, 1st chair flute, or the annual family Monopoly game, you know that the decision to go for

it or play it safe is all mental. The only thing that's really on the line is your ego! You'll never have the confidence to use your superpowers during the most stressful situations if you don't have the mental toughness to try them the first time.

Take a few minutes and think about a couple of situations in which you could try out your superpowers so you'll have confidence to count on them when the pressure is on and the stakes are high! Think about hard and unpredictable situations you could use to pressure-test your superpowers.

Leverage

Now that you've identified, developed, honed, and pressure-tested your superpowers, it's time to leverage them.

Leveraging is the ability to influence situations or people so that you can control the outcome.

This is where it all comes together. I want you to use your superpowers to control the outcome of situations that put you in a position to WIN!

Since not every scenario will provide the perfect conditions for leveraging your superpowers, use information you have based on previous situations to give you the clues you need to help determine when to pull your superpowers out of your bag of tricks and put them in play.

In what types of circumstances do you think employing your superpowers would allow you to influence the situation and control the outcome?

I want you to make the commitment today to Identify, Develop, Hone, Pressure-Test, and Leverage your superpowers to be the leader your team deserves.

Kristie K. Jones loves sharing her "Superpowers" keynote with sales organizations. She is also the author of "Selling Your Way IN", a book written for sales professionals who desire to reach their professional and financial goals by helping them identify their sales superpowers and using that knowledge to choose sales and leadership roles that will allow them to outperform and outearn their peers.

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