



JANE SOUTHREN
CONSULTING

Engage • Inspire • Empower

Path to Equity

Aggregated Insights + Actions

Module 5: Your Unique Value and Purpose

*This program contains one
Professionalism Hour.*



McMillan LLP
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Welcome to Aggregated Insights + Actions

Welcome to **Week 4** of Module 5 : Your Unique Value and Purpose, **Aggregated Insights + Actions Summary**. Here we capture what you've shared with us and with one another throughout the Module. These summaries are aimed at *application, acknowledgement and accountability*

This is your **fifth** Insights Summary. On the following pages you'll find all of the insights and actions shared by you and your cohort colleagues.

As always, you do not need to limit your insights and actions relating only to the current Module. The concepts and ideas we work with benefit from time and reflection, and we often find that topics raised at an earlier stage of the program are the subject of actions and insights later in the program. That is something we welcome because it shows that the ideas are taking root in your minds and you are reflecting and acting upon them in a longer term context.

As with the **Learning Guide** you received in Week 2, we encourage you to read this Summary over a couple of times and save it for future reference as you continue through the Program. Often, insights continue to deepen as time goes on, and it might prove useful to you to reflect back on these and others in the coming months.

We hope you find this summary, well, insightful! And we hope it helps you to stay connected to, and take action around, the material we presented in **Module 5 :: Your Unique Value and Purpose**.



Value + Purpose :: Insights

As always, we asked you to share your *Insights* in connection with **Module 5 :: Your Unique Value and Purpose**. The prompt we used was this:

Share One Insight: Tell us about one ‘sticky’ or significant thought or idea that you had arising out of any aspect of this Module. Whether from the **Learning Session (Week 1)**, **the Learning Guide (Week 2)**, or **Coach’s Corner (Week 3)**.

Here’s what you shared:

<p>My purpose is something that weaves through both my personal and work lives. This helped me see that my work life is aligned with values and that I am on the right track to developing a practice that makes sense for me.</p>
<p>I see in the things I’ve invested time and attention in to date, a sense of professional purpose around helping to elevate women in my field of practice : My purpose includes helping other women wanting to achieve in capital markets, and specifically students and lawyers who want to practice in this area.</p>
<p>I really enjoy teaching. Now that I am a partner, I am being approached with more opportunities to do this (speaking at conferences, addressing lawyers during CPD lunches, mentoring students, etc) and I feel like I can reasonably ask and seek out these opportunities now because it’s perceived by others to be the right point in my career to be doing this.</p>
<p>It’s important to find ways to demonstrate your purpose. Showing your purpose to the outside world can be a huge benefit, but you can’t achieve that benefit unless people are able to recognize and align with your purpose.</p>
<p>Figure out what makes you “tick” and run with it.</p>
<p>I am not really sure what my Purpose is at work. I think I enjoy helping clients build communities and large conceptual projects – something tangible and real – like a real life monument to my work in a way. As such, I really enjoy my development work in my practice.</p>
<p>This module reminded me of things I know about myself already, and now I am considering how I use them in the context of my work to build the relationships and profile I want.</p>
<p>I feel a sense of purpose around increasing sense of happiness in those around me. "There needs to be more happiness in the world". It manifests in how I approach problem solving for clients and mentoring juniors.</p>

Spotlight :: Layering the Concepts

Building on Influence

Some of the stories shared in the Coach's Corner sessions for this module bring to mind elements of our last module, **Enhancing Influence**. Here are some of the ways that the exploration around deploying **Unique Value and Purpose** on your path to equity relate to the concept of Influence.

One of the themes that arises when lawyers experience a title change - from associate to principal or partner - is the apparent increase in invitations to write, speak, lead or mentor - some of the platforms that enable opportunities to share their unique value and purpose. It seems as though they, and others, start to see themselves in a new light, and opportunities that didn't exist before suddenly appear. This theme is connected to the Authority tool of influence, and the Professional Excellence Pillar of Influence.

- **Tool of Influence - Authority:** Elevated credentials and recognition are hallmarks of authority, which is a recognized and powerful tool of influence.
- **Pillar of Influence - Professional Excellence:** Sometimes the best indicator of professional excellence lies in what others see in you. Tied in with authority, external recognition, titles etc. will lend themselves to elevating the perception of your professional excellence by others.

Pro Tip :: You don't need to wait to be invited to participate in opportunities that would provide a platform for sharing your value and purpose more broadly. Regardless of your title or seniority, you can take the initiative and create ideas to pitch to groups or organizations that are looking for articles, posts, speakers etc. If you are holding the mic (or pen) your Professional Excellence and Authority will be presumed.



Spotlight :: Layering the Concepts

Building on Influence

Another theme that arises is an assumption that conveying your **Unique Value and Purpose** has to be expressed explicitly in the context of group or one-on-one networking encounters. For many, thinking of articulating your value and purpose as an 'elevator pitch' feels forced and sales-y. It doesn't have to be that way! Again, referring back to a pillar and tool of influence is helpful in showcasing the range of ways available to help you familiarize others with who you are and what you're trying to create in your career and life.

- **Tool of Influence - Consistency:** In addition to being a tool of influence, you will remember consistency as one of the foundational elements of Trust - the first stage of the Loyalty Continuum. When you are consistent in the way you manifest your unique value and purpose, in your work and in the opportunities you take to speak and write (formally and informally) others will come to trust you and your influence with them will grow.
- **Pillar of Influence - Service Mindset:** In addition to being a pillar of influence, you will remember Service Mindset as one of our Foundational Mindsets. Having a Service Mindset means directing your focus to what you can give, instead of what you can get in any context. When you know what your unique value and purpose are, and consistently use them to contribute value to the people and communities you want to serve, you create a positive and indelible imprint in the minds of others, moving your relationship with them along the Loyalty Continuum and enhancing your ability to change their thoughts, beliefs and actions.

Pro Tip :: Similar to our comments about Professional Excellence and Authority, you can, at any stage of your career, activate and create a personal habit around approaching everything you do with a view to figuring out how you can apply your unique value and purpose to make meaningful contributions to the people and communities that matter to you. Remember your Social Capital: Skills + Knowledge, People + Connections, Emotional Investment + Genuine Interest. Those are the building blocks you can use to help you make a habit out of applying your Service Mindset.

Completing the Module on Unique Value and Purpose

Congratulations on successfully completing **Module 5**! This is the fifth of ten modules that you'll be participating in throughout the Path to Equity Program, and we hope you enjoyed the experience.

As always, we welcome your thoughts and feedback on how we might have improved this Module, or how we can make improvements on future Modules in the program.

If you'd like to email us with any thoughts, feedback, praise or suggestions, please do so by reaching out to jane@southren.ca

See you in **Module 6 :: Personal Brand, Identity + Voice**. As preparation for this Module, please complete a psychometric test. If you've never done one, we've listed a few options below, and if you have please dig out your results and familiarize yourself with them. Combined with the work you've done exploring your **Unique Value and Purpose**, understanding your strengths will give you additional material to work with as we talk about identifying **Your Personal Brand, Identity and Voice**.

Here are some of our favourites (please note that only High5 provides a free test).

- [Fascinate](#) - how the world sees you
- [Kolbe](#) - how you work
- [Clifton StrengthsFinder](#) - what your top 5 strengths are
- [VIA Character Strengths Survey](#) - what your top strengths are
- [High5](#) - similar to StrengthsFinder but has a free version that gives the topline of your top strengths





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