

Rhino Consulting and Coaching LLC

BREAK THROUGH THE BARRIERS



Creating your value statement

Ryan C Woodruff, CMT
Owner & Founder | Leadership & Communication Coach





Meet your facilitator



Ryan is a high-energy former financial industry executive, certified master trainer and dynamic coach dedicated to organizational growth through employee development.

Through an award-winning career spanning three decades while leading sales, service, and operations and generating billions in revenue, Ryan has found a special mix in blending education, motivation, and accountability.

With over 60,000 hours of leadership experience, he is passionate about helping teams and individuals break through barriers to achieve their highest-level results while improving their job satisfaction.





What is a value statement?

A value statement can go by many names

- Personal statement
- Vision statement
- Mission statement
- Value Proposition
- Personal Value Statement

What is a value statement?

A Value Statement is how you want to present yourself in a professional setting

It is specific to you and introduces you in a way that combines what you do with why you do it

It presents you as different and special among your peers and within your industry

It makes it clear to everyone what to expect from you

It's an affirmation to yourself to help keep you accountable, and a lens in which you prioritize your actions

Your value statement should include:



WHAT



HOW



WHY

You do what you do

When would I use my value statement?

During an initial meeting with;

- * a new client or customer
- * A new potential referral partner or source
- * In a networking group (BNI, Rotary, Business Association)

When changing jobs, or changing focus in your business

In your personal marketing

On your social media

On your email signature



WORKSHOP

SUCCESS



PROGRESS



Value Statement Workshop

“What do I do | How do I do
it | Why do I do it”

My Value Statement

Name: _____
Date: _____

RHINO
CONSULTING & COACHING LLC
Your Strength. Our Success.

Must contain three components:

“What do I do | How do I do it | Why do I do it”

List 1 or 2 options
“What do I do”

List 2 or 3 options
“How do I do it”

List 2 or 3 options
“Why do I do it”

Select 1 from each category, and put it all together here:

Ryan's Value Statement

“I help people break through their barriers |
by listening and inspiring action | so they
can spend more time doing what they love”

Where do I start | what do you do?

- **What do you do** (*use your own words*)
 - I help individuals and families make confident financial decisions
 - I help businesses access the capital they need to grow
 - I help protect customers and the bank from fraud and financial loss
 - I help ensure our bank runs accurately and efficiently behind the scenes
 - I help my team grow while creating exceptional experiences for every customer

What do you do & how do you do it?

How do you do it?

- I help individuals and families make confident financial decisions
 - by listening before recommending solutions
 - by educating customers about their options
 - by building long-term relationships based on trust
- I help businesses access the capital they need to grow
 - by understanding each business's unique goals
 - by finding lending solutions that fit their needs
 - by being a trusted advisor throughout the process

What do you do & how do you do it?

- I help protect customers and the bank from fraud and financial loss
 - by paying attention to every detail
 - by investigating unusual activity
 - by working closely with teammates to solve problems
- I help ensure our bank runs accurately and efficiently behind the scenes
 - by improving processes
 - by supporting front-line employees
 - by solving operational challenges quickly and accurately
- I help my team grow while creating exceptional experiences for every customer
 - by coaching and developing people
 - by removing barriers to success
 - by creating a culture of accountability and support

How do you do it?

What, How, & Why do you do what you do

I help individuals and families make confident financial decisions

- by listening before recommending solutions
- by educating customers about their options
- by building long-term relationships based on trust
 - because financial confidence changes lives
 - because everyone deserves someone they can trust
 - because I enjoy helping people reach their goals

What, How, & Why do you do what you do

I help businesses access the capital they need to grow

- by understanding each business's unique goals
 - by finding lending solutions that fit their needs
 - by being a trusted advisor throughout the process
- because thriving businesses strengthen our communities
 - because entrepreneurs deserve great partners
 - because I enjoy helping businesses succeed

What, How, & Why do you do what you do

I help protect customers and the bank from fraud and financial loss

- by paying attention to details
- by investigating unusual activity
- by working closely with teammates to solve problems
 - because people deserve to feel safe with their money
 - because protecting trust matters
 - because preventing problems is just as valuable as solving them

What, How, & Why do you do what you do

I help ensure our bank runs accurately and efficiently behind the scenes

- by improving processes
 - by supporting front-line employees
 - by solving operational challenges quickly and accurately
-
- because every great customer experience depends on great internal support
 - because I enjoy making things work better
 - because consistency builds trust

What, How, & Why do you do what you do

I help my team grow while creating exceptional experiences for every customer

- by coaching and developing people
- by removing barriers to success
- by creating a culture of accountability and support
 - because no one comes to work to fail
 - because confident employees create loyal customers
 - because helping others grow is the most rewarding part of leadership

Ryan's Value Statement

“I help people break through their barriers by listening and inspiring action so they can spend more time doing what they love”

Future Leader Value Statement

“I help people succeed by creating clarity, building trust, and removing barriers so our team can do their best work.”

Applying my value statement



Sample social media Post

“Some people have asked me what I do, so I want to tell you that *“I help people succeed by creating clarity, building trust, and removing barriers so our team can do their best work.”*”

Sample email signature or tagline in personal marketing

Kind Regards,



Trevor Morgan

Realtor at Power Realty



Office. +1 2291 8372 **Mobile.** +1 9281 7726

Email. trevor@gimm.io **Web.** www.gimm.io

Address. Level 12, 69 Example Street, WA 6029

"I help customers buy & sell homes by mastering my markets because I know how much home ownership matters!"

Applying my value statement

Applying my value statement

Personal Affirmation

Keeping this printed and in a **visible** space can give you a **lens** to view your **activity** through. If what you're doing doesn't affect your value statement, why are you doing it, and how much less of it can you do!

- ◇ *Bathroom Mirror*
- ◇ *Label Maker - Laptop, Office Monitor*
- ◇ *Laminated Card in wallet / Purse*
- ◇ *Sun Visor in your car*



Rhino Consulting and Coaching LLC

BREAK THROUGH THE BARRIERS



Ryan C Woodruff, CMT
Leadership & Communication Coach

ryan@rhinoconsultingandcoaching.com

574.850.3569



DiSC Assessment Facilitator



Rhino Consulting & Coaching LLC



rhinoccllc



ryanwoodruff



@RhinoConsultingandCoaching

