

01/A

Capability Anchoring

(Explore: 10 minutes)

**If everything about your
current role disappeared
tomorrow, what would people
still call you for?**

01/A

Capability Anchoring

(Explore: 10 minutes)

-> **On your own, generate at least ten capability statements.**

No matter where I work, I help people _____.

Examples:

...make sense of complex situations

...build trust in high-stress environments

...turn ideas into systems

...align teams around strategy

01/A CAPABILITY ANCHORING

No matter where I work, I help people _____.

1. ...see what's possible
2. ...establish trust
3. ...design stellar marketing
4. ...learn to use AI
5. ...tell compelling stories
6. ...create workshops that inspire action
7. ...manage a marketing department
8. ...celebrate progress
9. ...create powerful presentations
10. ...develop product naming architectures

01/A CAPABILITY ANCHORING

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1. Strike out any that rely on a particular tool or specific role.

01/A CAPABILITY ANCHORING

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1. Strike out any that rely on a particular tool or specific role.
2. Mark those that can travel across industries.

01/A CAPABILITY ANCHORING

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1. Strike out any that rely on a particular tool or specific role.
2. Mark those that can travel across industries.
3. Put an arrow next to the ones your friends and clients already come to you for, or that you do most often.

01/A CAPABILITY ANCHORING

No matter where I work, I help people _____.

...SEE WHAT'S POSSIBLE

...TELL COMPELLING STORIES

1. Strike out any that rely on a particular tool or specific role.
2. Mark those that can travel across industries.
3. Put an arrow next to the ones your friends and clients already come to you for, or that you do most often.
4. Write these on a new sheet of paper

02/A

Career Obituary

(Write: 15 minutes)

Imagine a short article written about your career 25 years from now. Using your capability anchors as inspiration write a few versions of:

1. OPENING SENTENCE

[Your Name] spent their career

helping <organizations / consumers / communities>

solve <problem they face>

by <perspective / approach / process>.

2. HEADLINE

[Your Name] changed the way

<organizations / consumers / communities>

think about <subject / idea / problem>.



1. FIRST SENTENCE

Josh Levine spent his career

Helping Business leaders and their teams

Solve the inability to see past what is

By showing what's possible and

how to get there together

2. HEADLINE

Josh Levine changed the way

Business leaders

think about

How to help their teams change

02/B

Career Obituary

(Reflect: 10 minutes)

SMALL GROUP REFLECTION

1. Break into groups of three
 2. Have each person reads their capability anchors and career obituary
 3. Offer your colleagues ways to improve and sharpen their statements.
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- > Do their capabilities show up in their story?
 - > Does the story seem true and compelling?
 - > Does it rise above tools and roles?